











**(1)** The student demonstrates professional standards/employability skills as required by business and industry. The student is expected to:

- (A)** identify and participate in training, education, or certification for employment.
- (B)** identify and demonstrate positive work behaviors and personal qualities needed to be employable.
- (C)** demonstrate skills related to finding and obtaining a desired job.

**(2)** The student applies academic knowledge and skills in commercial photography. The student is expected to:

- (A)** apply English language arts knowledge and skills in accordance with industry standards to a variety of written documents.
- (B)** apply mathematics knowledge and skills in accordance with industry standards to solve a problem.

**(3)** The student applies professional communications strategies. The student is expected to:

- (A)** adapt language for audience, purpose, situation, and intent.
- (B)** organize oral and written information.
- (C)** interpret and communicate information, data, and observations.
- (D)** deliver formal and informal presentations.
- (E)** apply active listening skills.
- (F)** listen to and speak with diverse individuals.
- (G)** exhibit public relations skills.

**(4)** The student understands and examines problem-solving methods. The student is expected to:

- (A)** employ critical-thinking skills independently and in groups.
- (B)** employ interpersonal skills in groups to solve problems.

**(5)** The student applies technology applications. The student is expected to:

- (A)** use personal information management, email, Internet, writing and publishing, presentation, and spreadsheet or database applications for commercial photography projects.

**(6)** The student understands commercial photography systems. The student is expected to:

- (A)** analyze and summarize the history and evolution of commercial photography.
- (B)** follow emergency procedures.

**(7)** The student applies safety regulations. The student is expected to:

- (A)** implement personal and workplace safety rules and regulations in a photography studio and lab.

**(8)** The student applies leadership characteristics to student leadership and professional development activities. The student is expected to:

- (A)** employ communications skills.
- (B)** employ teamwork and conflict-management skills.
- (C)** conduct and participate in meetings.
- (D)** employ mentoring skills.

**(9)** The student applies ethical decision making and understands and complies with laws regarding use of technology in commercial photography. The student is expected to:

- (A)** demonstrate an understanding of ethical conduct related to interacting with others such as maintaining client confidentiality and privacy of sensitive content and providing proper credit for ideas.
- (B)** discuss and apply copyright laws in relation to fair use and duplication of images.
- (C)** model respect for intellectual property when manipulating, morphing, and editing digital images.
- (D)** analyze the impact of photography on society.
- (E)** understand Creative Commons laws, including all licensing.

**(10)** The student develops career-building characteristics. The student is expected to:

- (A)** create a portfolio to document information such as work experiences, licenses, certifications, and work samples.
- (B)** examine employment opportunities in entrepreneurship

**(11)** The student applies technical skills for efficiency. The student is expected to:

- (A)** employ planning and time-management skills to complete work tasks.

**(12)** The student develops a basic understanding of commercial photography. The student is expected to:

- (A)** research career opportunities and qualifications in photography.
- (B)** research the history and evolution of photography.
- (C)** analyze principles of commercial photography such as working with clients, interpreting client instructions, developing production schedules, and delivering products in a competitive market.
- (D)** analyze and apply the elements and principles of art to photographs.
- (E)** demonstrate knowledge of different types of cameras and lenses and their applications to photography.
- (F)** demonstrate knowledge of photographic composition and layout.
- (G)** demonstrate knowledge of different types of photographic media.
- (H)** demonstrate knowledge of the basics of digital photography.
- (I)** demonstrate knowledge of photographic lighting techniques, including three-point lighting.
- (J)** identify characteristics and uses of various types of photographic paper.
- (K)** demonstrate an understanding of standard conventions for mounting, matting, or framing.
- (L)** produce a variety of photographs using appropriate, current, industry-standard production processes.
- (M)** evaluate photographs using principles of art, commercial photography standards, and critical-thinking skills.
- (N)** understand resolution and digital file format.
- (O)** identify and use the principles of design to discuss, analyze, critique, and write about visual aspects in photographic work, including the student's own work.
- (P)** demonstrate knowledge of the principles of design in photographic work with a focus on composition, color, design, shape, shadow, negative space, and background.