

Authors: Vicki Francis, Capital High School
 Heidi Bailey, Dehryl Dennis Professional and Technical Center

*Except where indicated, curriculum is in alignment with the following:

- SkillsUSA National Standards and Competencies
- SkillsUSA National Contest Standards and Competencies
- SillsUSA Skill Connect Assessment-
 (Industry supported assessment given to Capstone Students)
- SkillsUSA Personal Development Program
- Idaho State Photography Curriculum

Commercial Photography 1 (Photo 1/2)

Course Scope & Sequence

Unit A	Introduction*	Variable
Unit 1	Employability	1 week
Unit 2	Operating System/Basics	1 week
Unit 3	Photographic Vision *	2 weeks
Unit 4	Photographic History	2 weeks
Unit 5	Composition	5 weeks
Unit 6	Critique	1 week
Unit 7	Ethics	1 week
Unit 8	Camera	2 weeks
Unit 9	Use of Shutter Speeds	2 weeks
Unit 10	Use of Apertures	2 weeks
Unit 11	Digital Manipulation	8 weeks
Unit 12	Lighting	2 weeks
Unit 13	Scanning	2 weeks
Unit 14	Portfolio	2 weeks
Unit 15	New Photo Technology/Media	2 weeks

Unit A Introduction

Instructional Objective		Standard Reference	
Learn the rules, procedures and expectations required to have a successful semester as a photography student			
No.	Performance Objective	Resource Reference	Assessment Correlation

01	Show knowledge of classroom/darkroom rules and procedures		
02	Locate and check out appropriate equipment		
03	Produce a notebook set up according to instructor's directions		
04	Complete paperwork needed for parent signatures regarding class rules and equipment check out		
05	Tour the facility		
06	Demonstrate knowledge of school policies		
07	Introduce themselves and meet fellow classmates		
08	Evaluate current skills using the Personal Learning Plan		

Unit 1 Employability

Instructional Objective		Standard Reference	
Demonstrate employability skills with focus on self.			
No.	Performance Objective	Resource Reference	Assessment Correlation
		Professional Development Program, SkillsUSA http://www.skillsusa.org/educators/pdp.shtml	
01	Perform a self-assessment	PDP 80-82 CD version=Level 1.1	
02	Show knowledge of individual learning styles	PDP 83-85' CD version=Level 1.1	
03	Explore self-motivation techniques	PDP 86-89 CD version=Level 1.2 DVD: Clear Vision, Dewitt Jones, Extraordinary Visions, Dewitt Jones.	
04	Develop short and long-term goals	PDP 67-68, 90-92	

		CD version=Level 1.2	
05	Develop personal time-management skills	PDP 93-97 CD version=Level 1.3	
06	Identify stress factors	PDP 136-139, 64-65 CD version=Level 2.2 and SK7	
07	Demonstrate acceptable dress standards	PDP 66, 140-142 CD version=Level 2.3 and SK8	
08	Show knowledge of communication strengths and weaknesses	PDP 59-60 CD version=SK4	
09	Show ability to effectively communicate with others	PDP 59, 112 CD version=Level 1.8 And SK4	
10	Develop proper work place phone communication skills	TD, http://www.ehow.com/how_2058232_improve-phone-skills.html http://www.ehow.com/how_2181_speak-effectively-telephone.html http://www.ehow.com/how_2002183_using-proper-etiquette.html http://www.ehow.com/how_2064014_leave-message-answering-machine.html	
11	Demonstrate ability to write clear phone messages	TD, http://www.ehow.com/how_2185002_write-telephone-message.html	
12	Show knowledge of professional development traits	PDP 70-71 CD version=SK11	
13	Recognize safety issues	PDP 188 CD version=Level 2.18	

Instructional Objective		Standard Reference	
Demonstrate ability to navigate around and perform functions on MacIntosh (or equivalent operating system) computer desktop (Finder)			
No.	Performance Objective	Resource Reference	Assessment Correlation
01	Demonstrate knowledge of proper log in/ log out procedures	COMPUTER: Finder, Help, Mac Help, Discovering your Mac, Learn the Basics WEBSITE: http://www.apple.com/macosx/ Go to: Find out How --Anatomy of a Mac --PC to MAC: The Basics --Finder Basics --The Finder: Doing more with the sidebar --Using iCal	
02	Demonstrate knowledge of Apple Menu		
03	Demonstrate knowledge of Menu Bar		
04	Demonstrate knowledge of Status Menus		
05	Demonstrate knowledge of Spotlight		
06	Demonstrate knowledge of Dock, including applications, network connections, minimizing files, question marks		
07	Demonstrate knowledge of icons, including folders, files, applications, documents, photos		
08	Demonstrate knowledge of windows, including title bar: buttons that close, minimize, zoom, column, list and icon, hide, changing window size and within columns		
09	Demonstrate knowledge of working with multiple windows		
10	Demonstrate knowledge of working within iPhoto		

Instructional Objective		Standard Reference	
Develop the ability to “see” images that would make a quality photograph through the use of a creative thinking process .Photograph and print images recreating the concepts.			
No.	Performance Objective	Resource Reference	Assessment Correlation
01	Develop a sense of perception to be able to see a potential image in a photographic situation such as an event, landscape, an unfolding moment in life.	TEXT: Opening the Good Eye, An Introduction to Contemplative Photography, VIDEO Michael Wood, 2000 http://miksang.com/filmsandinterviews.html WEBSITE: http://www.miksang.com/miksang.html DVD: Clear Vision, Dewitt Jones, Extraordinary Visions, Dewitt Jones.	
02	Isolate the visually important, interesting or story telling elements of that perception.		
03	Use a photographic technique to express what was seen.		
04	Develop the ability to see and describe the reference point		
05	Actively participate in a group critique session		

Unit 4 Photographic History

Instructional Objective		Standard Reference	
Demonstrate knowledge of beginnings of photography up to, but not including, the use of flexible film (1725-1880's)			
No.	Performance Objective	Resource Reference	Assessment Correlation

		http://www.pbs.org/opb/historydetectives/investigations/409/cwpowphoto.html http://www.pbs.org/opb/historydetectives/video/3_civil_war.html	
01	Understand the first processes used in the beginning of photography. (i.e. photogram, camera obscura, Daguerreotype, Calotype/Talbotype, collodian wet-plate process, zoopraxiscope, etc.)		
02	If darkroom is available: Create a developed-out photogram (inside)	http://en.wikipedia.org/wiki/Photogram	
03	If darkroom is available: Create a printed-out photogram (outside)		
04	If darkroom is available: Create a pinhole camera (camera obscura)	http://en.wikipedia.org/wiki/Pinhole_camera	
05	If darkroom is available: Produce a photograph using a pinhole camera		
06	Demonstrate knowledge of the first photographers and their contributions to the industry such as Joseph Niepce, Louis Daguerre, Fox Talbot, Eadweard Muybridge, Mathew Brady, Richard Maddox, and Lewis Hine.	TEXT: Exploring Photography, Chapter 1 WEBSITE: http://www.metmuseum.org/toah/hd/dagu/hd_dagu.htm	

Unit 5 Composition

Instructional Objective		Standard Reference	
Demonstrate understanding and use of the rules of composition photographically using the Elements of Design. One photograph that best expresses the rule through strong arrangements of the visual element will be required in the final print portfolio			
No.	Performance Objective	Resource Reference	Assessment Correlation
		http://asp.photo.free.fr/Composition/pho	

		toProgramCompMa inClass.shtml	
01	Show understanding and use of the main and secondary subject. (dominant/subordinate)		
02	Locate mergers and demonstrate how to avoid them.		
03	ELEMENTS AND PRINCIPLES OF DESIGN Show understanding and use of framing		
04	Show understanding and use of color	http://en.wikipedia.org/wiki/Color_theory	
05	Show understanding and use of lines including S curves, leading lines, C curves, diagonal, horizontal, vertical		
06	Show understanding and use of positive and negative space		
07	Show understanding and use of the rule of thirds (dominate object and landscape)		
08	Show understanding and use of simplicity		
09	Show understanding and use of texture		
10	Show understanding and use of repetition and pattern		
11	Show understanding and use of balance (symmetrical and asymmetrical)		
12	Practice critiquing images using elements of design to evaluate aesthetic and quality issues		

Unit 6 Photographic Critique

Instructional Objective		Standard Reference	
Develop the ability to judge images photograph through the use of critique.			
No.	Performance Objective	Resource Reference	Assessment Correlation
01	Describe an image		
02	Analyze an image using aesthetic scanning	http://quistlink.com/analyzing_ele.htm http://www.d.umn.edu/artedu/scan.html	
03	Analyze the technical quality of a photograph looking at contrast and tonal range		
04	Analyze the technical quality of a photograph looking at craftsmanship such as focus, spotting, exposure control, printer problems/results, scratches, dust spots, etc.		
05	Analyze the aesthetic quality of a photograph		

	looking at composition		
06	Analyze the technical quality of a photograph looking at visual impact/presentation		
07	Interpret what the photographer is trying to communicate		
08	Judge whether it is a successful image		
09	Actively participate in a group critique session	http://memory.loc.gov/learn/lessons/media.html	

Unit 7 Ethics

Instructional Objective		Standard Reference	
Demonstrate knowledge and understanding of photographic ethics.			
No.	Performance Objective	Resource Reference	Assessment Correlation
	Demonstrate knowledge of Boise School District “Copyright and Fair Use Guidelines”	http://www.boiseschools.org/webguide/fair_use_students.html	
01	Define “copyright” and explain how it applies to the photography industry	<p>TEXT: Taking Issue, A Student Guide to Publications Law, Chapter 3</p> <p>WEBSITE: http://www.copyrightkids.org/ http://www.loc.gov/teachers/copyrightmystery/ http://www.kodak.com/global/en/consumer/doingMore/copyright.shtml http://fairuse.stanford</p>	<p>Online test: http://www.copyrightkids.org/quizframes.htm</p>

		.edu/ Go to Copyright Overview	
02	Describe how to obtain a copyright	http://www.copyright.gov/	
03	Describe how copyright can be violated and how to avoid violations.		
04	Define plagiarism and describe how it relates to photography		
05	Know how and when to use a model release form	/www.betterphoto.com/article.asp?id=37 http://asmp.org/tutorials/property-and-model-releases.html	

Unit 8 Camera

Instructional Objective		Standard Reference	
Demonstrate basic understanding of a digital camera.			
No.	Performance Objective	Resource Reference	Assessment Correlation
		http://www.photocourse.com/multimedia.htm	
01	Demonstrate proper techniques for taking care of a camera.		
02	Demonstrate knowledge of apertures	http://en.wikipedia.org/wiki/F_stop#Human_eye	
03	Demonstrate knowledge of depth of field		
04	Demonstrate knowledge of shutter speed		
05	Demonstrate knowledge of ISO/ASA		
06	Demonstrate knowledge of in-camera light meter/histogram		
07	Demonstrate knowledge of resolution as a function of both the lens and specific pixel density of a given sensor.		
08	Demonstrate knowledge of white balance		
09	Demonstrate knowledge of basic camera mode settings, including Macro, Landscape, Portrait, Sports		
10	Locate and understand menu settings		

11	Demonstrate how to change resolution		
12	Demonstrate how to change file formats (JPEG, TIFF, RAW)		
13	Explain when to use a JPEG, TIFF or RAW file		
14	Demonstrate how to change LCD screen brightness		
15	Show knowledge of lens selection (wide, normal, telephoto)		
16	Show knowledge of various camera formats (medium/large)		

Unit 9 Use of Shutter Speeds

Instructional Objective		Standard Reference	
Produce photographs using shutter speeds to control light and movement		State Standard Number, or "District"	
No.	Performance Objective	Resource Reference	Assessment Correlation
01	Demonstrate use of shutter speeds to control light using bracketing		
02	Demonstrate use of Basic Daylight Equivalency using shutter speeds		
03	Demonstrate use of panning		
04	Demonstrate use of shutter speeds to blur action		
05	Demonstrate use of shutter speeds to "stop" action		
06	Demonstrate use of lens to "zoom" in on motion to blur edges of photograph		
07	Demonstrate use of lens to "fill the frame" with the action		

Unit 10 Use of Apertures

Instructional Objective		Standard Reference	
Produce photographs demonstrating use of apertures to control light and depth of field		State Standard Number, or "District"	
No.	Performance Objective	Resource Reference	Assessment Correlation
01	Demonstrate use of apertures to control light using bracketing		
02	Demonstrate use of apertures to control depth of field and show selective focus		
03	Demonstrate use of Basic Daylight Equivalency		

	using apertures		
--	-----------------	--	--

Unit 11 Digital Manipulation

Instructional Objective		Standard Reference	
Understand and demonstrate basic skills in manipulation of photos using Adobe Photoshop.			
No.	Performance Objective	Resource Reference	Assessment Correlation
01	Demonstrate how to download images onto the computer (not iPhoto).		
02	WORK AREA Demonstrate ability to use tool box		
03	Demonstrate ability to use options bar		
04	Demonstrate ability to use screen modes		
05	Demonstrate ability to use menus		
06	Demonstrate ability to use keyboard shortcuts		
07	Demonstrate ability to use history palette		
08	Demonstrate ability to use navigator palette		
09	Demonstrate ability to use histogram		
10	Demonstrate ability to use default settings		
11	Demonstrate ability to use multiple window		
12	FILE MANAGEMENT Understand resolution		
13	Understand file formats (JPEG, TIFF, RAW)		
14	Demonstrate how to name and save a file correctly		
15	BASIC MANIPULATION Demonstrate ability to change size		
16	Demonstrate ability to crop		
17	Demonstrate ability to change orientation		
18	Demonstrate ability to use layers/masks		
19	Demonstrate ability to use histogram/levels to make tonal adjustments		
20	RETOUCHING/ENHANCEMENT Demonstrate ability to clone		
21	Demonstrate ability to use healing brush		
22	Demonstrate ability to use red eye reduction		
23	Demonstrate ability to dodge and burn		
24	Demonstrate ability to make a black and white conversion using grayscale		
25	Demonstrate ability to use monochromatic (cyanotype, sepia, etc.)		

26	Demonstrate ability to prepare and print a photograph on a non-commercial printer		
----	---	--	--

Unit 12 Lighting

Instructional Objective		Standard Reference	
Understand and demonstrate basic skills in using lighting in and off the camera.			
No.	Performance Objective	Resource Reference	Assessment Correlation
01	Take photographs using available light		
02	Take photographs using electronic in-camera flash		
03	Take photographs using fill flash		

Unit 13 Scanning

Instructional Objective		Standard Reference	
Understand and demonstrate basic skills in using a flatbed scanner to scan print material.			
No.	Performance Objective	Resource Reference	Assessment Correlation
01	Understand the use of resolution and file format in scanning.		
02	Understand the proper settings for the scanner software to scan a photograph		
03	Understand the differences in the software settings for scanning a photograph as opposed to a document/graphic or negative		
04	Scan a photo into Photoshop and save correctly		

Unit 14 Portfolio

Instructional Objective		Standard Reference	
Construct a professional quality, printed portfolio that highlights the skills attained during the course.			
No.	Performance Objective	Resource Reference	Assessment Correlation

01	Produce an artist statement and include in both portfolio book and public exhibition.	http://www.mollygo.com/resources/marketingresources/artstatem/	
02	Print a professional quality photograph from each of the following lessons to be included in a “flip” type professional portfolio book. Topics could include: <ol style="list-style-type: none"> 1. framing 2. use of color 3. leading line 4. S curve 5. diagonal line 6. horizontal line 7. vertical line 8. positive/negative space 9. rule of thirds-dominate object 10. rule of thirds-landscape 11. simplicity 12. texture 13. symmetrical balance 14. asymmetrical balance 15. repetition/pattern 16. selective focus 17. panning 18. blur 19. stop action 20. available light 21. in-camera flash 22. fill flash 		
02	Pick 5 of the “best” images from the portfolio and make additional prints. Mat/mount on appropriate material (i.e. mat board, foam core, watercolor, etc.) and participate in a public showing that includes artist statement.		
03	Practice ability to critique aesthetic and quality issues through self and group assessment	http://www.naturephotographers.net/articles1103/gh1103-1.html http://www.naturephotographers.net/je1001-1.html	
03	Present final portfolio work for critiquing by instructor and peers.		

Instructional Objective		Standard Reference	
Experiment with new photographic technology and/or media.		State Standard Number, or "District"	
No.	Performance Objective	Resource Reference	Assessment Correlation
01	Research new technology/media		
02	If not available in classroom, write proposal as to why it should be considered for classroom purchase and present to instructor		
03	Using technology/media, produce a final product		
04	Critique technology/media		

Commercial Photography 2 (Photo 3/4)

Course Scope & Sequence

Unit A	Introduction*	Variable
Unit 1	Employability	2 weeks
Unit 2	Ethics	1 week
Unit 3	Documentary Photography	6 weeks
Unit 4	Printing	1 weeks
Unit 5	Digital Manipulation	5 weeks
Unit 6	Studio Lighting	4 weeks
Unit 7	Studio Portraiture	3 weeks
Unit 8	Photographic History	2 weeks
Unit 9	Marketable Product*	4 weeks
Unit 10	Scanning	2 weeks
Unit 11	Portfolio	4 weeks
Unit 12	New Photo Technology/Media	2 weeks

Commercial Photography 2

Unit A Introduction

Instructional Objective		Standard Reference	
Learn the rules, procedures and expectations required to have a successful semester as a photography student			
No.	Performance Objective	Resource Reference	Assessment Correlation
01	Show knowledge of classroom/darkroom rules and procedures		
02	Locate and check out appropriate equipment		
03	Produce a notebook set up according to instructor's directions		
04	Complete paperwork needed for parent signatures regarding class rules and equipment check out		
05	Tour the facility		
06	Demonstrate knowledge of school policies		
07	Introduce themselves and meet fellow classmates		

08	Evaluate current skills using the Personal Learning Plan		
----	--	--	--

Unit 1 Employability

Instructional Objective			Standard Reference
Demonstrate employability skills with emphasis on working with others.			
No.	Performance Objective	Resource Reference	Assessment Correlation
		Professional Development Program, SkillsUSA http://www.skillsusa.org/educators/pdp.shtml	
01	Develop interviewing skills	PDP 233 CD version=Level 3.8	
02	Complete a job application	PDP 173 CD version=Level 2.14	
03	Create a resume'	PDP 228 CD version=Level 3.7	
04	Update short and long term career goals	PDP 134, 262 CD version=Level 2.1/4.2	
05	Demonstrate ability to write and understand importance of thank you notes	http://www.my-thank-you-site.com/how-to-write-thank-you-notes.html http://www.my-thank-you-site.com/job-interview-thank-you-letter.html	

		http://www.my-thank-you-site.com/workplace-thank-you.html	
06	Research career interests	PDP 205 CD version=Level 3.1	
07	Participate in a job shadow	PDP 117 CD version=Level 1.9	
08	Demonstrate desirable personal qualities for the workplace	http://www.miracosta.cc.ca.us/home/gflore/market.htm#Market http://74.6.146.127/search/cache?ei=UTF-8&p=personal+qualities+desirable+for+workplace&vm=r&fr=moz35&u=www.pt.eidaho.gov/Forms_Publications/Guidance/BasicWorkplaceCompetencies/Area4.pdf&w=personal+qualities+desirable+workplace+%22work+place%22&d=Ut1WZRIMTSOf&icp=1&.intl=us	
9	Practice proper introductions social etiquette	PDP 155 CD version=Level 2.10	
10	Explore acceptable workplace dress standards and why these are important	http://www.helium.com/knowledge/65531-the-benefits-of-setting-a-dress-code-in-the-workplace	
11	Develop team building/negotiation skills	PDP 58 CD version=SK3	
12	Demonstrate effective and appropriate writing in business email correspondence.	http://jerz.setonhill.edu/writing/e-text/e-mail.htm http://www.mindtools.com/CommSkill/Email	

		ICommunication.htm	
13	Create appropriate email signature for business correspondence	http://www.webfoot.com/advice/email.sig.php http://www.ehow.com/how_2176738_use-proper-business-email-etiquette.html	
14	Create a business card	How to create in Word: http://support.microsoft.com/kb/170130 Samples: http://www.zazzle.com/photography+businesscards	

Unit 2 Ethics

Instructional Objective		Standard Reference	
Demonstrate knowledge and understanding of photojournalism ethics.			
No.	Performance Objective	Resource Reference	Assessment Correlation
	Define libel as it relates to photography	TEXT: Handbook of Photography, Lovell, Zwahlen and Folts, pages 295-306 Taking Issue, A Student Guide to Publications Law, Chapter 2	
02	Define and demonstrate an understanding of “invasion of privacy” as it relates to libel		
03	Define and demonstrate an understanding of “appropriation” as it relates to libel		
04	Define and demonstrate an understanding of “false light” as it relates to libel	http://www.tc.umn.edu/~hick0088/classes/csci_2101/false.html	
05	Define and demonstrate an understanding of “private and embarrassing information” as it relates to libel		
06	Define plagiarism and describe how it relates to		

	photography		
07	Create a copyright watermark on an image	http://www.amazon.com/Photoshop-CS2-Book-Digital-Photographers/dp/0321330625 , pages 417-429	

Unit 3 Documentary/Photojournalism Photography

Instructional Objective		Standard Reference	
Produce a documentary/photojournalist body of work of 15 truthful, objective, and candid photos of a particular subject		State Standard Number, or "District"	
No.	Performance Objective	Resource Reference	Assessment Correlation
01	Research documentary photography		
02	Choose subject (with instructor approval)		
03	Produce 15 images		
04	Produce artist statement		
05	Write a caption for each of the 15 images covering: who, what, where, when, why and how.		
06	Create a 2 page layout using a desktop publishing software such as Adobe InDesign showcasing the 15 images with captions, a headline and body copy.		
05	Publish the body of work in a public form such as DVD, website, printed portfolio etc.		
06	Critique aesthetic and quality issues through self-assessment		
07	Critique aesthetic and quality issues through peer assessment		
08	Research documentary photography post-secondary school programs to become aware of possible future educational opportunities		

Unit 4 Printing

Instructional Objective		Standard Reference	
Understand and demonstrate skills in producing a photograph on a commercial quality/ industry standard printer.			
No.	Performance Objective	Resource Reference	Assessment Correlation
01	Understand and show ability to use printer profiles	Epson Stylus Pro 4800 Printer Guide,	

		pages 135-139	
02	Demonstrate ability to recognize and be able to prevent/correct horizontal banding		
03	Demonstrate how to run a nozzle check on the printer		
04	Demonstrate how to clean printer heads		
05	Demonstrate ability to recognize and be able to prevent/correct grainy/misregistration		
06	Demonstrate ability to recognize and be able to prevent/correct incorrect/missing colors		
07	Demonstrate ability to recognize and be able to prevent/correct gaps/faint areas		
08	Demonstrate ability to recognize and be able to prevent/correct blurry/smeared areas		
09	Demonstrate what to do if the printer stops unexpectedly		

Unit 5 Digital Manipulation

Instructional Objective		Standard Reference	
Understand and demonstrate intermediate skills in manipulation, processing and printing of photos using Adobe Photoshop.			
No.	Performance Objective	Resource Reference	Assessment Correlation
01	Show understanding and use of file formats		
02	Show understanding and use of sharpening		
03	Show understanding and use of color management		
04	Demonstrate how to balance a color-shifted image		
05	Demonstrate use of layers		
06	Show understanding and use of text manipulation/effects		
07	Show understanding and use of vignette		
08	Compose a multiple-image photograph		
09	Correct imperfections in an old print photograph		
10	Identify and be able to prevent/correct over and under exposure		
11	Identify and be able to prevent/correct blooming		
12	Identify and be able to prevent/correct a clogged printer nozzle		
13	Identify and be able to prevent/correct aliasing		
14	Identify and be able to prevent/correct JPEG artifacts		
15	Identify and be able to prevent/correct noise		
16	Identify and be able to prevent/correct improper		

	white balance		
17	Identify and be able to prevent/correct over-sharpening		
18	Identify and be able to prevent/correct Newton rings		
19	Identify and be able to prevent/correct posterization		
20	Manipulate a digital “test image” to match the RGB (red, green, blue) channels to the “target image.”		

Course Title

Unit 6 Studio Lighting

Instructional Objective			Standard Reference
Demonstrate ability to produce studio photographs using various photographic lighting techniques that require metering lights and making appropriate adjustments depending on the quality of light.			
No.	Performance Objective	Resource Reference	Assessment Correlation
01	Read a hand held light meter		
02	Demonstrate how to use light meter for 3:1 light ratio		
03	Take photographs using a strobe		
04	Take photographs using bounce flash		
05	Take photographs using photo flood lighting		
06	Take photographs using diffused light		
07	Take photographs using on-camera flash attachment		
08	Take photographs using fill flash		
09	Take photographs using available light		
10	Demonstrate use of additive and subtractive light		
	Demonstrate how to use one, two and three key lights		
11	Take photographs using front lighting		
12	Take photographs using side lighting		
13	Take photographs using back lighting		
14	Take photographs using overhead lighting		
15	Take photographs using bottom lighting		
16	Demonstrate ability to use butterfly/glamour lighting		
17	Demonstrate ability to use loop lighting		

18	Demonstrate ability to use Rembrandt lighting		
19	Demonstrate ability to use split lighting		
20	Demonstrate ability to produce low key/high key		
21	Demonstrate use of back drops		
22	Show ability to walk into an unknown studio and change light, camera and backdrop positions/settings in order to photograph a portrait		

Unit 7 Studio Portraiture

Instructional Objective			Standard Reference
Produce various types of studio portraiture			
No.	Performance Objective	Resource Reference	Assessment Correlation
01	Demonstrate creative use of backdrop and props		
02	Demonstrate cropping close up in camera (head and shoulders)		
03	Demonstrate cropping in camera of full figure		
04	Demonstrate various types of posing for both male and female models		
05	Demonstrate corrective techniques for problem portraits (i.e.correcting subject's imperfections)		
06	Demonstrate formal posing		
07	Demonstrate casual posing		
08	Demonstrate posing couples		
09	Demonstrate posing groups		
10	Produce a commercial product photograph		
11	Produce a still-life photograph		
12	Produce a table top photograph		
13	Produce a portrait		
14	Produce a self-portrait		

Unit 8 Photographic History

Instructional Objective			Standard Reference
Demonstrate knowledge of history of photography beginning with flexible film up to, but not including, digital photography. (1880's-1970's)			
No.	Performance Objective	Resource Reference	Assessment Correlation
01	Understand the technological advancements. (i.e.	TEXTS: The	

	flexible film, Kodak box camera, Leica “miniature camera”, autochrome, Kodachrome, single lens reflex camera, electronic flash, Polaroid camera, Tri-X film, zoom lens, automatic focus, etc.)	Photographic Eye, Chapter 1, Exploring Photography, Chapter 1	
02	Demonstrate knowledge of the significant photographers and their contributions to the industry such as George Eastman, Alfred Stieglitz, Thomas Edison, James Van Der Zee, Brassai, Henri Cartier-Bresson, Edward Steichen, Dorothea Lange, Walker Evans, Margaret Bourke-White, Minor White		
03	Produce photographs that mimic a photographer’s style from this time period.		

Unit 9 Marketable Product

Instructional Objective			Standard Reference
Create a marketable product			
No.	Performance Objective	Resource Reference	Assessment Correlation
01	Research current photographic products		
02	Determine viable product idea		
03	Create a budget		
04	Research a potential market		
05	Create product advertisement		
06	Create product		
07	Evaluate product quality		
08	Evaluate product success		

Unit 10 Scanning

Instructional Objective		Standard Reference	
Understand and demonstrate basic skills in using a flatbed scanner to scan negatives.			
No.	Performance Objective	Resource Reference	Assessment Correlation
01	Understand the use of resolution and file format in scanning a negative.		
02	Understand the proper settings for the scanner software to scan a negative		
03	Understand the differences in the software settings for scanning a negative as opposed to a document/graphic or photograph		
04	Scan a negative into Photoshop and save correctly		

Unit 11 Portfolio

Instructional Objective		Standard Reference	
Create two professional quality portfolios that are appropriate for job and post-secondary program applications using the following media: web-based and DVD.			
No.	Performance Objective	Resource Reference	Assessment Correlation
01	Develop a web-based portfolio/gallery		
02	Upload to the website images from assignments from Photo 1. Topics could include: <ul style="list-style-type: none"> 23. framing 24. use of color 25. leading line 26. S curve 27. diagonal line 28. horizontal line 29. vertical line 30. positive/negative space 31. rule of thirds-dominate object 32. rule of thirds-landscape 33. simplicity 34. texture 35. symmetrical balance 36. asymmetrical balance 37. repetition/pattern 38. selective focus 		

	<ul style="list-style-type: none"> 39. panning 40. blur 41. stop action 42. available light 43. in-camera flash 22. fill flash 		
03	<p>Upload to the website images from assignments from Photo 2. Topics could include:</p> <p>Studio lighting:</p> <ul style="list-style-type: none"> 1. in-camera flash 2. fill flash 3. available ligh, 4. additive/subtractive light 5. front 6. side 7. back overhead, bottom 8. butterfly/glamour 9. loop 10. Rembrandt 11. split 12. low key 13. high key <p>Studio Portraiture:</p> <ul style="list-style-type: none"> 14. commercial product 15. still-life 16. table top <p>Documentary:</p> <ul style="list-style-type: none"> 17-21. Five best images <p>Studio Portraiture:</p> <ul style="list-style-type: none"> 22. group 23. couple 24. formal posing 25. casual posing <p>Digital Manipulation:</p> <ul style="list-style-type: none"> 26. one multiple image <p>Marketable Product:</p> <ul style="list-style-type: none"> 27. one product advertisement 28. image of product 		
04	Update artist statement and upload to gallery web site		
05	Using gallery creating software such as iDVD, produce a DVD version of the work required for the web portfolio.		

06	Present final web portfolio and DVD for critiquing by instructor and peers.		
----	---	--	--

Unit 12 New Photographic Technology/Media

Instructional Objective		Standard Reference	
Experiment with new photographic technology and/or media.		State Standard Number, or "District"	
No.	Performance Objective	Resource Reference	Assessment Correlation
01	Research new technology/media		
02	If not available in classroom, write proposal as to why it should be considered for classroom purchase and present to instructor		
03	Using technology/media, produce a final product		
04	Critique technology/media		

Commercial Photography 3 (Photo 5/6)

Course Scope & Sequence

Unit A	Introduction*	Variable
Unit 1	Employability	2 weeks
Unit 2	Mentorship	1 week
Unit 3	Theme-based Photography	6 weeks
Unit 4	Business Plan*	4 weeks
Unit 5	First Semester/Client Service Project	3.5 weeks
Unit 6	On Location Shooting	6 weeks
Unit 7	Photographic History/Contemporary Photographer*	2 weeks
Unit 8	Second Semester/Client Service Project	3.5 weeks
Unit 9	Bound Book*	2 weeks
Unit 10	Portfolio	4 weeks
Unit 11	New Photo Technology/Media	2 weeks

Commercial Photography 3

Unit A Introduction

Instructional Objective		Standard Reference	
Learn the rules, procedures and expectations required to have a successful semester as a photography student			
No.	Performance Objective	Resource Reference	Assessment Correlation
01	Show knowledge of classroom/darkroom rules and procedures		
02	Locate and check out appropriate equipment		
03	Produce a notebook set up according to instructor's directions		
04	Complete paperwork needed for parent signatures regarding class rules and equipment check out		
05	Tour the facility		
06	Demonstrate knowledge of school policies		

07	Introduce themselves and meet fellow classmates		
08	Evaluate current skills using the Personal Learning Plan		

Unit 1 Employability

Instructional Objective		Standard Reference	
Demonstrate employability skills with emphasis on future plans and working with the community.			
No.	Performance Objective	Resource Reference	Assessment Correlation
01	Update artist statement		
02	Review a professional journal	PDP 167 CD version=Level 2.12	
03	Make a career choice presentation	PDP 295 CD version=Level 5.1	
04	Update short and long term career goals		
05	Create a career action plan		
06	Participate in a job internship	PDP 328	
07	Compare ethical and nonethical workplace attitudes	PDP 265 CD version=Level 4.3	
08	Develop awareness of cultural diversity and equity issues	PDP 102 CD version=Level 1.5	
	Define future occupations	PDP 98 CD version=Level 1.4	

Unit 2 Mentorship

Instructional Objective		Standard Reference	
Develop a working relationship with a local area professional photographer acting as a mentor		State Standard Number, or "District"	
No.	Performance Objective	Resource Reference	Assessment Correlation
01	Define "mentor"	PDP 177	
02	Research the availability of professional photographers in the local area		
03	Negotiate an agreement for a photographer to be a mentor		
04	Complete a minimum of three visits with the	PDP 269	

	mentor		
05	Present a completed observation form with mentor signature to instructor after each visit		
06	Present final portfolio work to mentor for critique		

Unit 3 Theme-Based Photography

Instructional Objective		Standard Reference	
Develop a theme-based portfolio of 15 images. Five images must each show one different digital manipulation technique with remaining 10 showing no manipulation other than cropping and tonal adjustments.		State Standard Number, or "District"	
No.	Performance Objective	Resource Reference	Assessment Correlation
		deviantart.com http://www.articlesbase.com/visual-art-articles/choosing-a-theme-for-your-digital-photography-portfolio-309743.html	
01	Research theme-based photography		
02	Choose theme (with instructor approval)		
03	Produce 15 images		
04	Produce artist statement		
05	Participate in a public showing of the portfolio		
06	Address aesthetic and quality issues through self-assessment		
07	Address aesthetic and quality issues through peer assessment		

Unit 4 Business Plan

Instructional Objective		Standard Reference	
Develop a business plan.			
No.	Performance Objective	Resource Reference	Assessment Correlation
01	Create a mission statement	SOFTWARE: PowerPoint: File,	

		Project Gallery, Presentations, Content, Business Plan	
02	Identify team members		
03	Create a market summary		
04	Research opportunities		
05	Develop a business concept		
06	Develop goals and objectives		
07	Create a financial plan		
08	List resource requirements		
09	Identify risks and rewards		
10	Identify key issues and decisions (short and long term)		
11	Identify licenses, tax numbers, etc. required to set up a business in Idaho	http://www.idahobizhelp.org/faqs_answers.htm	
12	Define stock photography	http://en.wikipedia.org/wiki/Stock_photography	
13	Explore stock photography websites, uses, procedures		
14	Identify procedures to calculate photograph pricing	http://www.stockphotopricecalculator.com/Calculator.asp http://photographersindex.com/stockprice.htm	
14	Create an business invoice	SOFTWARE: Excel: Business Forms, Invoices	

Unit 5 First Semester Client Service Project

Instructional Objective		Standard Reference	
Create a minimum of two (one per semester) theme-based/documentary photo shooting assignments with clients through student-contracted community service projects. Optional: One assignment can be completed with a student partner.			
No.	Performance Objective	Resource Reference	Assessment

			Correlation
		http://skillsusa.org/educators/servicekit.shtml Service Learning Guide and Journal/Higher Education Edition www.servicelearn.com	
01	Brainstorm a “personal interest” list of topics that student has such as hobbies, after-school activities, family interests, etc.		
02	Research non-profit organizations that involve these personal interests (i.e. student love to bicycle: Boise Bicycle Project that repairs bicycles and distributes them to needy.)		
03	Choose a non-profit organization (client) and propose/negotiate a photographic project		
01	Define project parameters		
02	Research community needs and assets		
03	Select service partners (if needed)		
04	Develop project		
05	Manage day of service		
06	Provide service		
07	Document project		
08	Create evaluation tool for client to provide feedback		
09	Obtain client feedback	Page 435, Cooperative Occupational Education	
10	Evaluate project with instructor/peers		

Instructional Objective			Standard Reference
Demonstrate ability to set up an “on location” site and produce photographs using various lighting techniques (outside of classroom but may include school site.)			
No.	Performance Objective	Resource Reference	Assessment Correlation
01	Show ability to scout a location before a photo shoot and plan how to set up models, camera and backdrop positions/settings.		
02	Produce inside group photograph of large number of people (15 or more, i.e. a class) using controlled lighting		
03	Produce outside group photograph of large number of people (15 or more, i.e. a class) using even lighting		
04	Produce inside group photograph of family (3 or more people) using controlled lighting		
05	Produce outside group photography of family (3 or more people) using even lighting		

Unit 7 Photographic History/Contemporary Photographers

Instructional Objective			Standard Reference
Demonstrate knowledge of history of digital photography. (1970’s-present) and contemporary photographers.			
No.	Performance Objective	Resource Reference	Assessment Correlation
01	Understand the technological advancements.		
02	Demonstrate knowledge of the significant photographers and their contributions to the industry.		
03	Demonstrate in-depth knowledge of one contemporary photographer (student choice)		
04	Compare and contrast one contemporary photographer with one historical photographer. (Do not use photographer covered in PO# 03)		
05	Research a current commercial photographer		
06	Produce photographs that mimics a current commercial photographer’s style		

Unit 8 First Semester Client Service Project

Instructional Objective		Standard Reference	
Create a minimum of two (one per semester) theme-based/documentary photo shooting assignments with clients through student-contracted community service projects. Optional: One assignment can be completed with a student partner.			
No.	Performance Objective	Resource Reference	Assessment Correlation
		http://skillsusa.org/educators/servicekit.shtml Service Learning Guide and Journal/Higher Education Edition www.servicelearn.com	
01	Brainstorm a “personal interest” list of topics that student has such as hobbies, after-school activities, family interests, etc.		
02	Research non-profit organizations that involve these personal interests (i.e. student love to bicycle: Boise Bicycle Project that repairs bicycles and distributes them to needy.)		
03	Choose a non-profit organization (client) and propose/negotiate a photographic project		
01	Define project parameters		
02	Research community needs and assets		
03	Select service partners (if needed)		
04	Develop project		
05	Manage day of service		
06	Provide service		
07	Document project		
08	Create evaluation tool for client to provide feedback		
09	Obtain client feedback	Page 435, Cooperative Occupational Education	
10	Evaluate project with instructor/peers		

Instructional Objective Create and publish a bound-book of photographic work.			Standard Reference
No.	Performance Objective	Resource Reference	Assessment Correlation
01	Update artist statement and include in website, DVD and bound book		
02	Research potential bound-book websites and choose one to submit portfolio work to be published.		
03	Choose bound-book template that allows captions for each photograph.		
04	With instructor approval, choose theme for book.		
05	Submit images to website		
06	Present bound-book to instructor, peers and mentor for critiquing.		

Unit 10 Portfolio

Instructional Objective Update professional quality, web-based and DVD portfolios that were created in Commercial Photography 2 with photos that highlight the skills used during the course.			Standard Reference
No.	Performance Objective	Resource Reference	Assessment Correlation
01	Update artist statement and include in website, DVD and bound book		
02	Research potential bound-book websites and choose one to submit portfolio work to be published.		
03	Choose bound-book template that allows captions for each photograph.		
04	With instructor approval, choose theme for book.		
05	Submit images to website		
06	Present bound-book to instructor, peers and mentor for critiquing.		
02	One image from each of the following assignments from Photo 1 could be included: 44. framing 45. use of color 46. leading line 47. S curve 48. diagonal line 49. horizontal line 50. vertical line		

	<ul style="list-style-type: none"> 51. positive/negative space 52. rule of thirds-dominate object 53. rule of thirds-landscape 54. simplicity 55. texture 56. symmetrical balance 57. asymmetrical balance 58. repetition/pattern 59. selective focus 60. panning 61. blur 62. stop action 63. available light 64. in-camera flash 22. fill flash 		
03	<p>One image from each of the following assignments from Photo 2 could be included:</p> <p>Studio lighting:</p> <ul style="list-style-type: none"> 17. in-camera flash 18. fill flash 19. available light 20. additive/subtractive light 21. front 22. side 23. back overhead, bottom 24. butterfly/glamour 25. loop 26. Rembrandt 27. split 28. low key 29. high key <p>Studio Portraiture:</p> <ul style="list-style-type: none"> 30. commercial product 31. still-life 32. table top <p>Documentary:</p> <ul style="list-style-type: none"> 17-21. Five best images <p>Studio Portraiture:</p> <ul style="list-style-type: none"> 22. group 23. couple 24. formal posing 25. casual posing <p>Digital Manipulation:</p> <ul style="list-style-type: none"> 26. one multiple image <p>Marketable Product:</p> <ul style="list-style-type: none"> 27. one product advertisement 		

	28. image of product		
04	Each of the following assignments from Photo 3 could be included: 1. 5 images from theme-based portfolio 2. 5 images from on-location assignments 3. 5 photos from each of the Client Service Projects		
	Locate venue in local community and mount a public exhibition of body of work the would include approximately 10 images and artist statement		
07	Present final portfolio and DVD for critiquing to professional photographer from local area (mentor).		
08	Present final portfolio and DVD for critiquing to teacher and peers		

Unit 11 New Photographic Technology/Media

Instructional Objective		Standard Reference	
Experiment with new photographic technology and/or media.		State Standard Number, or "District"	
No.	Performance Objective	Resource Reference	Assessment Correlation
01	Research new technology/media	PDP 334	
02	If not available in classroom, write proposal as to why it should be considered for classroom purchase and present to instructor		
03	Using technology/media, produce a final product		
04	Critique technology/media		

Suggested resources:

Heidi--Symposium (Smart Podium)

<http://www2.smarttech.com/st/en-US/Products/Interactive+Pen+Displays/>

Heidi---Photo Book

<http://www.photocourse.com/multimedia.htm>

Heidi---Sanner recommendations:

gbakken54@bresnan.net

Heidi--Skills USA PDP CD Employability

<http://www.skillsusa.org/educators/pdp.shtml>

Heidi---Bell Work:

<http://www.msnbc.msn.com/id/4999736/ns/multimedia>

Vicki---Multiple images in Photoshop

Compositing Images by Jim Divitale

<http://www.silverlakephoto.com/COMPOSITING-IMAGES-pr-17221.html>

Vicki/Heidi---Quiz Press is our quiz making software. A single author license is \$49.95

(an unlimited number of students can take the test). This web page describes it well (be sure to check out our video guided tour).

<<http://www.solrobots.com/quizpress/index.html>>

Our crossword and word search making software "Crossword Forge" is the same price \$49.95. Information about the product is available here:

<http://www.solrobots.com/crosswordforge/index.html>

CRITIQUE:

Vicki/Heidi

Learn to Critique Photography—DVD

<http://www.crystalproductions.com/searchresult.asp>

Vicki---<http://www.kelbytraining.com/product/how-to-show-your-photos-like-a-pro.html>

Vicki---Multiple images:

Compositing Images/ Jim Divitale

<http://www.gradware.com/product/view/749817>

Vicki---Portrait Lighting on Location

<http://www.software-cinema.com/training/photography/tony-corbell/21/portrait-lighting-on-location>

Heidi--Brian Ratty

Digital Photography: Crafting Images, Learn the Fundamentals of Digital Photography,
Learn the Fundamentals of Digital Image Manipulation

<http://www.crystalproductions.com/customkititems.asp?kc=DV1712&eq=>

Heidi

Photoshop CS3/Scott Kelby

<http://www.kelbytraining.com/product/adobe-photoshop-cs3-for-digital-photographers.html>

Vicki/Heidi

Classroom Set and Teacher's Edition

Focus on Photography RUBRICS!!

<http://www.davisart.com/Portal/Commerce/CommerceDefault.aspx?curPage=ProductDetails&ProductID=120846>

Vicki/Heidi-classroom set

Textbook: Get the Picture, A guide for the yearbook photographer

http://www.jea.org/bookstore/product_info.php?products_id=456

<http://www.loc.gov/teachers/> Great materials!