



Celebrating 100 Years of Career Readiness

2018-2019

Technical Skills Assessment Media Technology - Commercial Photography

Results by Standard

Legend (%)		
0-50%	51-75%	76-100%

Assessment: Idaho Media Technology - Commercial Photography	% Correct 17-18	% Correct 18-19
Number tested: 72	18	19
2) CONTENT STANDARD 2.0: LEGAL AND ETHICAL ISSUES RELATED TO PHOTOGRAPHY	77.31%	74.04%
1) Performance Standard 2.1: Legal and Ethical Photographic Practices	77.31%	74.04%
2.1.1 Describe a photographer's legal rights and responsibilities.	82.49%	79.63%
2.1.2 Explain and practice the proper use of release forms.	77.97%	80.56%
2.1.3 Explain libel, privacy, and copyright laws as they apply to photography.	79.66%	75.00%
2.1.4 Describe ethics related to issues of privacy.	80.51%	76.39%
2.1.5 Practice ethical and legal use of social media and online platforms.	56.78%	46.53%
2.1.7 Describe ethical issues related to image manipulation.	83.90%	83.33%
3) CONTENT STANDARD 3.0: ELEMENTS AND PRINCIPLES OF DESIGN COMPOSITION AND CONTENT	72.97%	64.69%
1) Performance Standard 3.1: Elements of Design	69.77%	59.72%
3.1.1 Identify the applications of color, line, shape, texture, form, space, and value in photographs.	77.97%	67.36%
3.1.2 Analyze the use of color, line, shape, texture, form, space, and value in photographs.	77.12%	63.89%
3.1.3 Incorporate color, line, shape, texture, form, space, and value in photographs.	54.24%	47.92%
2) Performance Standard 3.2: Principles of Design	64.12%	56.94%
3.2.1 Identify the principals of design in photographs (e.g., balance, contrast, rhythm, repetition, movement, variety, emphasis, unity, etc.)	65.25%	59.72%
3.2.2 Analyze the principals of design in photographs (e.g., balance, contrast, rhythm, repetition, movement, variety, emphasis, unity, etc.)	77.97%	75.00%
3.2.3 Incorporate principles of design in photographs (e.g., balance, contrast, rhythm, repetition, movement, variety, emphasis, unity, etc.)	49.15%	36.11%
3) Performance Standard 3.3 Guidelines for Composition and Narrative	86.10%	79.72%
3.3.1 Identify and apply guidelines for composition (e.g. simplicity, rule of thirds, point of view, focal point, proportion/scale, framing, etc.)	79.66%	72.22%
3.3.2 Use critical thinking skills to describe, interpret, analyze, and make judgments about composition	95.76%	90.97%

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4) Performance Standard 3.4 Communicate a Narrative	76.27%	65.28%
3.4.1 Communicate a specific idea or narrative through a photographic imagery	76.27%	65.28%
4) CONTENT STANDARD 4.0: CAMERAS AND LENSES	62.49%	56.30%
1) Performance Standard 4.1: Cameras	68.08%	64.58%
4.1.3 Describe camera controls, lenses, accessories, and their function.	61.02%	51.39%
4.1.4 Demonstrate the proper handling of a digital camera.	88.98%	93.75%
4.1.5 Navigate menus of digital cameras.	54.24%	48.61%
2) Performance Standard 4.2: Lenses	58.76%	50.77%
4.2.1 Define focal length and its effect on image composition.	55.37%	49.07%
4.2.2 Compare and contrast the relationship between focal length and shutter speed for handheld versus monopod/tripod based photography.	62.71%	45.83%
4.2.4 Demonstrate correct lens care.	57.63%	53.47%
4.2.6 Demonstrate the uses of various types of lenses for different shooting situations.	61.02%	55.56%
5) CONTENT STANDARD 5.0: EXPOSURE SETTINGS TO ACHIEVE DESIRED EFFECTS	70.96%	62.13%
1) Performance Standard 5.1: Proper Exposure Settings	70.96%	62.13%
5.1.1 Describe and utilize the basic elements of exposure (e.g., ISO, aperture, and shutter speed).	89.27%	84.26%
5.1.4 Calculate exposure equivalents.	15.25%	11.11%
5.1.5 Utilize appropriate shutter speed to create panned, blurred, and stop action photos.	75.42%	70.83%
5.1.6 Apply the appropriate aperture setting for deep or shallow depth of field.	80.23%	63.89%
5.1.7 List the factors that affect depth of field.	75.42%	63.89%
5.1.8 Explain how the environment can mislead the camera meter.	35.59%	34.72%
5.1.9 Experiment with aperture and shutter speed as creative controls to capture an image in a variety of ways.	83.90%	68.75%
6) CONTENT STANDARD 6.0: LIGHT SOURCES	67.98%	67.32%
1) Performance Standard 6.1: Properties of Color and Quality of Light	58.05%	56.60%
6.1.2 Explain the importance of the color temperature of light to the appearance of colors in an image.	38.98%	29.86%
6.1.4 Set white balance to match light source.	77.12%	83.33%
2) Performance Standard 6.2: Ambient Lighting Techniques	55.72%	55.38%
6.2.1 Create photographs using direct, indirect, reflective, and diffused ambient light.	51.69%	54.17%
6.2.2 Manipulate and control existing light with light modifiers.	61.02%	57.41%
6.2.3 Demonstrate knowledge of how environmental conditions affect the quality of light and its effects on the subject.	53.11%	54.17%
4) Performance Standard 6.4: Safe Use of Photographic Materials and Equipment	87.65%	87.10%
6.4.1 Recognize and implement safety protocols.	95.76%	90.97%
6.4.2 Demonstrate proper use of electrical cords and equipment.	79.10%	83.33%

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6.4.3 Discuss safety measures needed during a photo shoot.	92.37%	88.89%
7) CONTENT STANDARD 7.0: DIGITAL WORKFLOW PROCESS	64.32%	64.47%
1) Performance Standard 7.1: Digital Asset Input and Management	64.41%	56.94%
7.1.2 Determine correct file format and resolution for intended output.	64.41%	56.94%
2) Performance Standard 7.2: Editing Techniques	58.67%	59.51%
7.2.1 Demonstrate understanding of global and local image enhancements using digital imaging software.	68.64%	68.75%
7.2.2 Demonstrate nondestructive editing techniques using digital imaging software.	80.23%	69.91%
7.2.4 Demonstrate image sizing, cropping, orientation, and resolution adjustment.	54.80%	57.41%
7.2.5 Apply image adjustments (e.g., levels, curves, contrast).	40.68%	45.83%
7.2.7 Explore the importance of monitor and printer color management.	49.15%	58.33%
3) Performance Standard 7.3: Effective Output Techniques	82.63%	84.38%
7.3.1 Save edited or modified digital images onto selected storage devices.	94.92%	95.14%
7.3.2 Determine appropriate resolution for intended output.	70.34%	73.61%