

§130.114. Practicum in Commercial Photography (Two Credits), Adopted 2015.

- (a) General requirements. This course is recommended for students in Grades 10-12. Prerequisites: Commercial Photography I and Commercial Photography I Lab along with teacher recommendation. Students shall be awarded two credits for successful completion of this course. A student may repeat this course once for credit provided that the student is experiencing different aspects of the industry and demonstrating proficiency in additional and more advanced knowledge and skills.
- (b) Introduction.
 - (1) Career and technical education instruction provides content aligned with challenging academic standards and relevant technical knowledge and skills for students to further their education and succeed in current or emerging professions.
 - (2) The Arts, Audio/Video Technology, and Communications Career Cluster focuses on careers in designing, producing, exhibiting, performing, writing, and publishing multimedia content, including visual and performing arts and design, journalism, and entertainment services.
 - (3) Careers in commercial photography span all aspects of the industry from setting up a shot to delivering products in a competitive market. In addition to developing advanced technical knowledge and skills needed for success in the Arts, Audio/Video Technology, and Communications Career Cluster, students will be expected to develop an advanced technical understanding of the commercial photography industry with a focus on producing, promoting, and presenting professional quality photographs.
 - (4) Students are encouraged to participate in extended learning experiences such as career and technical student organizations and other leadership or extracurricular organizations.
 - (5) Statements that contain the word "including" reference content that must be mastered, while those containing the phrase "such as" are intended as possible illustrative examples.
- (c) Knowledge and skills.
 - (1) The student demonstrates professional standards/employability skills as required by business and industry. The student is expected to:
 - (A) participate in training, education, or certification for employment;
 - (B) demonstrate positive work behaviors and personal qualities needed to be employable; and
 - (C) demonstrate skills related to seeking, applying for, and obtaining a desired job, including identifying job opportunities, developing a resume and letter of application, completing a job application, and demonstrating effective interview skills.
 - (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; and
 - (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) present information formally and informally;
 - (E) apply active listening skills to obtain and clarify information;
 - (F) listen to and speak with diverse individuals; and
 - (G) exhibit public relations skills to increase internal and external customer/client satisfaction.
- (4) The student understands and examines problem-solving methods. The student is expected to:
- (A) employ critical-thinking skills independently and in groups; and
 - (B) employ interpersonal skills in groups to solve problems.
- (5) The student is expected to use personal information management, email, Internet, writing and publishing, presentation, and spreadsheet or database applications for commercial photography projects.
- (6) The student applies knowledge of commercial photography systems. The student is expected to analyze and summarize the history and evolution of the commercial photography field.
- (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; and
 - (B) follow emergency procedures.
- (8) The student applies leadership characteristics to student leadership and professional development activities. The student is expected to:
- (A) employ leadership skills to accomplish goals and objectives by analyzing the various roles of leaders within organizations, exhibiting problem-solving and management traits, describing effective leadership styles, and participating in civic and community leadership and teamwork opportunities to enhance skills;
 - (B) employ teamwork and conflict-management skills to achieve collective goals;
 - (C) establish and maintain effective working relationships by providing constructive praise and criticism, demonstrating sensitivity to and value for diversity, and managing stress and controlling emotions;
 - (D) prepare for meetings by developing goals and objectives to achieve within a scheduled time and producing agendas;
 - (E) conduct and participate in meetings to accomplish work tasks by achieving goals and objectives within a scheduled time; producing meeting minutes, including decisions and next steps; and using parliamentary procedures, as needed; and
 - (F) employ mentoring skills to inspire and teach others.
- (9) The student applies ethical decision making 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; and

- (D) demonstrate proper etiquette and knowledge of acceptable use policies, including Creative Commons laws and licensing.
- (10) The student develops career-building characteristics. The student is expected to:
 - (A) maintain and update portfolio to document information such as work experiences, licenses, certifications, and work samples; and
 - (B) demonstrate skills in evaluating and comparing employment opportunities.
- (11) The student is expected to employ planning and time-management skills to complete work tasks such as creating quotes and budgeting. The student is expected to:
 - (A) employ planning and time-management skills to complete work tasks; and
 - (B) demonstrate skills in budgeting and creating quotes for freelance or contract projects.
- (12) The student develops an increased understanding of commercial photography. The student is expected to:
 - (A) create photographs for defined purposes;
 - (B) apply the elements and principles of art to a variety of commercial photography projects;
 - (C) demonstrate the principles of commercial photography such as working with clients, interpreting client instructions, developing production schedules, and delivering products in a competitive market;
 - (D) demonstrate the use of appropriate cameras and lenses;
 - (E) apply appropriate photographic composition and layout principles;
 - (F) demonstrate appropriate digital black and white and color photography;
 - (G) apply effective photographic lighting techniques, including three point, studio, portraiture, and product;
 - (H) produce professional quality photographs;
 - (I) use the most appropriate types of photographic paper for projects;
 - (J) use the most appropriate solutions for mounting, matting, or framing photographs;
 - (K) demonstrate use of appropriate, current, and industry-standard production processes to produce photographs;
 - (L) evaluate photographs using principles of art, commercial photography standards, and critical-thinking skills; and
 - (M) demonstrate use of appropriate resolution and digital file formats.