VALLEY ROP COURSE OUTLINE

COURSE TITLE: **Digital Photography-Advanced**

VALLEY ROP #: AME-5755-DigPhoto2
CDE #: 464

CBEDS TITLE: Commercial Photography
CBEDS NUMBER: 5755

CTE SECTOR: Arts, Media & Entertainment
CTE PATHWAYS: Media & Design Arts

JOB TITLES: Photographers 27-4021.00

COURSE DESCRIPTION:
Valley ROP Digital Photography–Advanced, teaches the skills and knowledge needed to enter the field of photography as well as providing a solid foundation for further photographic training at a community college or trade school. Current advanced digital and computer-based photography imaging skills and knowledge are covered. Instruction includes extensive hands-on lab and field assignments, projects, demonstrations, lectures, presentations, discussions, readings, worksheets, research, and critiques of student work. Student competencies are determined through completion and evaluation of numerous independent lab projects, repeated demonstration of desired objectives, performance tests, written evaluations, and other projects. Students produce photography for school and community publications (newspaper, yearbook, newsletters), exhibits, daily bulletin, presentations, organizations, individuals, and competitions at an advanced level. Students learn advanced photographic skills, use of digital cameras, lighting, photo materials and accessories, scanners, printers, computers, and imaging software. The advanced student will also be expected to learn how to assist in the operation and maintenance of the digital lab and assist a beginning photography student. Leadership and managing skills are emphasized.

DATE APPROVED: 2001
REVISE DATE(S): January 2005 / March 2009 /Oct 2009

HOURS: 360 Hours (2 semesters)

CREDITS: 10

PREREQUISITES: Digital Photography

GRADE LEVEL: 12

ARTICULATION(S): None

TEXTBOOKS/RESOURCES: Adobe Photoshop CS – One on One (O'Reilly & Associates; 1st Edition) by Deke McClelland ISBN: 0596006187
How to Wow-Photoshop for Photography (Peachpit Press; Bk&CD-Rom edition June 23, 2004) By Jack Davis ISBN**:** 0321227999
Color Confidence: The Digital Photographer's Guide to Color Management (Sybex Inc; 1 edition March 19, 2004) ISBN**:** 0782143164, By Tim Grey

COURSE COMPETENCIES:

Upon completion of this course, the student will:

- Produce numerous advanced projects and a portfolio using a variety of photographic techniques, equipment and materials.
- Show an advanced understanding of an adjustable camera's controls by photographing a wide variety of subjects under a variety of conditions and achieving standard photographic effects such as control of exposure, depth of field, and motion.
- Produce numerous photographic lab projects using and demonstrating knowledge of digital photo printing, safety, and handling and care of camera equipment.
- Demonstrate and produce examples of a variety of advanced digital darkroom techniques such as, contrast control, retouching, etc.
- Make photographic copies of photographs, artwork, etc.
- Employ advanced guidelines for good composition in the production of numerous complex photo projects for the commercial imaging market.
- Demonstrate advanced lighting and portraiture techniques by completing a series of studio and environmental projects.
- Study and complete a written evaluation of the uses and impact of photography in the modern market place.
- Complete a series of advanced lessons and projects using computer imaging hardware and software, and digital input and output devices including digital cameras, scanners, and printers.
- Complete a portfolio covering basic job skills. Portfolio will also include advanced photo projects.
- Demonstrate real world work skills by completing authentic projects in the real world environment.
- Have the ability to successfully assist (peer tutor) the beginning student in the digital lab.
- Show leadership and management skills with other students and classroom environment.

INSTRUCTIONAL METHODS:

- Lecture
- Lab
- Cooperative group learning
- Demonstration
- Modeling
- Multi-media aids

EVALUATION METHODS:

Assessment opportunities, which allow continuous evaluation of students' progress, will be embedded throughout the course and should be a learning experience. All students will be expected to achieve mastery of all topics; often, demonstrations of mastery will occur in a public forum. The following strategies, which include both formal and informal assessment techniques will include, but are not limited to:

- Photography Projects
- Chapter tests and quizzes (t/f, multiple choice, fill-in, short answer, and essay)
- Semester final (t/f, multiple choice, fill-in, short answer, essay and portfolio)
- Chapter questions and problems (short answer, definitions, critical thinking)
- Oral Presentations-(chapter summaries, findings for current studies)
- Reports (Oral and Written)
- Class Participation-(attendance, homework, discussions, group participation)

COURSE OUTLINE:

Topic of Instruction	Estimated Hours

Career Education/Work Skills **15**

- Types, applications, and cultural impact of photography
- Photographic occupations
- Job market success skills
- Essential work/employment habits, attitudes, and skills

The Photographic Work Environment / Lab Assisting **15**

- Photo lab organization and operations
- Working with others
- Photographic safety considerations
- Care, management, and maintenance of facilities, materials, and equipment
- Proper lab conduct

Photographic Materials **20**

- Advanced ink sets
- Variables-consistency
- Safety
- Papers
- Types
- Paper characteristics
- Selection and application
- Light, the photographic process and recording of images
- Care and storage

Camera **30**

- Care, cleaning, and handling
- Parts
- Major camera types
- Camera controls; technical and creative use
- Advanced control of depth of field and motion
- Advanced camera accessories: tripods, cable releases, etc.

Printing **35**

- Advanced equipment, and materials
- Advanced techniques and procedures
- Making and evaluating test prints
- Making a complex proof and using it as a printing tool
- Print contrast; evaluation and control
- Advanced dodging and burning
- Troubleshooting printing problems
- Evaluating prints and print quality
- Archival characteristics
- Advanced creative digital darkroom technique

Print Finishing/Presentation **10**

- Care and handling of oversized prints
- Drying
- Dry mounting
- Trimming
- Spotting
- Portfolio presentation of work

Exposure **10**

- Types of meters
- Exposure theory
- Advanced exposure problems and precautions
- Exposure determination methods

Lenses **10**

- Lens anatomy
- Lens performance
- Lens characteristics: angle of view, depth of field,
- Magnification & perspective
- Types of lenses: uses, characteristics
- Care and cleaning
- Filters

Advanced Electronic Flash **10**

- Types of electronic flash
- Theory: falloff, synchronization, freezing motion
- Determining and setting exposure/flash techniques
- Problems and how to avoid

Composition **20**

- Advanced guidelines for good composition
- Compositional techniques
- Visual literacy
- Types and characteristics of portrait lighting
- Fine Art composition and applications

Color Photography **10**

- Advanced color theory
- Overview of color image recording, and printing

Advanced Studio Portraiture and Lighting **30**

- Light, quality, direction, intensity
- Main and fill lighting
- Advanced lighting positions
- Lighting with multiple lights
- Advanced Use of studio strobes and flash meter
- Dealing with advanced portraiture problems

Photography's Impact, Uses, and Current Market **10**

- Available markets for photography
- Uses of photography
- Cultural impact of photography

Digital Photography Computer Skills **60**

- Lab assistant basic computer skills and operation of computers
- Text and graphics
- Inputting and outputting of digital images
- Advanced Scanning, CD-ROM
- Advanced Use of related software and peripheral devices

Digital Photography Software **70**

- Advanced mastering industry standard software
- Advanced digital imaging enhancement techniques
- Advanced digital image retouching
- Advanced digital image adjustment and manipulation
- Advanced digital image formatting for multipurpose output

Total Hours **360 Total Hours**

Standards Integrated:

Editorial Illustrations **A1.2 (2.1), A1.2 (2.5)**
Communicate a concept with imager. The viewer needs to understand the story or concept beyond the written words. In camera and digital enhancement is encouraged.

Selective Focus/Macro **A1.0 (1.5)**
Extreme close-up photography and experimentation with the same object using different lighting and focus settings

Advanced Color to Black & White Conversions **A1.2 (2.1), A1.2 (2.2)**
Create fine art images in color to black and white advanced digital processes with Photoshop

Tinting, Toning and Antiquing Black & White **A1.0 (1.4)**
Follow written tutorials on advanced processes of altering traditional styled black and white digital images to mimic chemistry darkroom formulas.

Digital Workflow Protocols **A2.2, A2.3**
Study and implement standardized digital workflow process in alignment with photographic industry.

Camera Raw **A1.2 (2.3), A2.2**
Camera work in advanced file format and processing for digital workflow.

Studio Fashion **A2.1, A2.2, A2.8**
Complete studio and model fashion shoot for two page magazine layout.

Non Profit Event Collateral **A1.2 (2.6)**
Design poster, flyer and tickets for non- profit group event with appropriate imagery and graphics.

Advanced layer blends **A1.0 (1.5), A1.2 (2.2)**
Fine art layer composition to express emotions.

Advanced Adobe Studio Tutorials **PS-A1.2 (2.3), A2.3, A2.5**
Various advanced method tutorials in layering, color output, black & white conversions, and artistic filtering effects.

Interview Ready Portfolio **PS-A1.1 (1.7), A1.2 (2.2) A1.5 (5.3)**
Complete culmination of photography and art skills accomplished including an interview ready resume, mounted prints and digital presentation

CAREER PREPARATION STANDARDS

A. **PERSONAL SKILLS -** Students will understand how personal skill development affects their employability. This skill includes positive attitudes, self-confidence, honesty, responsibility, initiative, self-discipline, personal hygiene, time management, and the capacity for lifelong learning.

1. Demonstrate an understanding of classroom policies and procedures.
2. Discuss importance of the following personal skills in the business environment:
   a. positive attitude
   b. self-confidence
   c. honesty
   d. perseverance
   e. self-management/work ethic
   f. pride in product/work
   g. dependability
3. Identify acceptable work attire.
4. Establish goals for self-improvement and further education/training.
5. Prioritize tasks and meet deadlines.
6. Understand the importance of initiative and leadership.
7. Understand the importance of lifelong learning in a world of constantly changing technology.

B. **INTERPERSONAL SKILLS** - Students will understand key concepts on group dynamics, conflict resolution, and negotiation. This skill includes the ability to work cooperatively, accept supervision, assume leadership roles, and show respect for others. This standard includes an understanding of sexual harassment laws and an appreciation of cultural diversity in the workplace.

1. Identify and discuss behaviors of an effective team.
2. Explain the central importance of mutual respect in the workplace relations.
3. Discuss and demonstrate strategies for conflict resolution and negotiation, and explain their importance within the business environment.
4. Understand laws that apply to sexual harassment in the workplace, and identify tactics for handling harassment situations.
5. Work cooperatively, share responsibilities, accept supervision and assume leadership roles.
6. Demonstrate cooperative working relationships and proper etiquette across gender and cultural groups.

C. **THINKING AND PROBLEM-SOLVING SKILLS** - Students will exhibit critical and creative thinking skills, logical reasoning, and problem-solving. These skills include applying basic skills in order to calculate, estimate, measure; identify, locate, and organize information/data; interpret and follow directions from manuals, labels, and other sources; analyze and evaluate information and solutions.

1. Recognize the importance of good academic skills and implement a plan for self-improvement as needed.
2. Read, write, and give directions.
3. Exhibit critical and creative thinking skills and logical reasoning skills, and employ these skills for problem solving.
   a. Work as a team member in solving problems.
   b. Diagnose the problem, its urgency, and its causes.
   c. Identify alternatives and their consequences.
   d. Explore possible solutions.
   e. Compare/contrast the advantages and disadvantages of alternatives.
   f. Determine appropriate action(s).
   g. Implement action(s).

h. Evaluate results of action(s) taken.

D. **COMMUNICATION SKILLS** - Students will understand principles of effective communication. This standard includes effective oral and written communication, listening skills, following and giving directions, requesting and giving information, asking questions.

1. Use communication concepts in application of skills, techniques, and operations.
   a. Prepare written material.
   b. Analyze written material.
2. Understand and implement written instructions, from technical manuals, written communications, and reference books.
3. Present a positive image through verbal and nonverbal communication, and understand the power of body language in communication.
4. Demonstrate active listening through oral and written feedback.
5. Give and receive feedback.
6. Demonstrate assertive communications (both oral and written).
7. Demonstrate proper etiquette in workplace communications, including an awareness of requisites for international communications (languages, customs, time zones, currency and exchange rates).
8. Demonstrate writing/editing skills as follows:
   a. Write, proofread, and edit work.
   b. Use correct grammar, punctuation, capitalization, vocabulary, and spelling.
   c. Select and use appropriate forms of technology for communication.
9. Exhibit a proficiency in the use of reference books.
10. Research, compose, and orally present information for a variety of business situations utilizing appropriate technology.

E. **OCCUPATIONAL SAFETY** - Students will understand occupational safety issues, including the avoidance of physical hazards in the work environment. This includes the safe operation of equipment, proper handling of hazardous materials, appropriate attire and safety accessories, avoidance of physical injuries, interpretation of warning and hazard signs and terminology, and following and understanding safety-related directions.

1. Discuss and implement good safety practices, including the following (if applicable to course):
   a. personal
   b. lab
   c. fire
   d. electrical
   e. equipment
   f. tools
   g. interpretation of Material Safety Data Sheets (MSDSs)
   h. Environmental Protection Agency (EPA)
   i. Occupational Safety and Health Administration (OSHA)
   j. American Red Cross Standards (ARC)
   k. Networking Safety Standards
2. Apply sound ergonomic principles in organizing one's work space.

F. **EMPLOYMENT LITERACY** - Students will understand career paths and strategies for obtaining employment within their chosen field. This includes traditional job preparation skills, such as resumes, application forms, cover letters, sources of employment information, and interviewing skills, but also includes an overview of the industry and an understanding of labor market trends.

1. Explore career opportunities and projected trends; investigate required education, training and experience; and develop an individual education plan.
2. Identify steps for setting goals and writing personal goals and objectives.

3. Examine aptitudes related to career options; relate personal characteristics and interests to educational and occupational opportunities.
4. Develop a career portfolio, including the following documents:
   a. job application
   b. resume(s)
   c. appropriate cover and follow-up correspondence
5. Identify and demonstrate effective interviewing techniques.

G. **TECHNOLOGY LITERACY** - Students will understand and adapt to changing technology by identifying, learning, and applying new skills to improve job performance. Students should understand the role of technology in their chosen field and should be able to use all appropriate technology. Students should also feel confident in their ability to learn new technology by generalizing from what they know, adapting skills to new situations, and identifying and using sources of information and of further learning.

1. Demonstrate the ability to use personal computers for loading and retrieving data, information gathering, measurements, and writing.
2. Identify the characteristics and explain the importance of adapting to changes, being flexible, and evaluating goals when working in the industry.
3. Understand the importance of lifelong learning in adapting to changing technology.

H. **IMPORTANCE OF ETHICS** – Students will understand proper ethics in the workplace.

1. Discuss social and ethical responsibilities in the industry.
2. Demonstrate ethical choices in workplace situations.