

ARIZONA CTE CAREER PREPARATION STANDARDS & MEASUREMENT CRITERIA

DIGITAL PHOTOGRAPHY, 10.0200.50	
1.0	ANALYZE THE MEDIA INDUSTRY, ITS BUSINESS PRACTICES, AND ITS ROLE IN THE ECONOMY
1.1	Research the role of the media industry and its impact on society and the economy
1.2	Investigate the history and evolution of media and emerging technology
1.3	Identify factors that contribute to the success of media businesses and freelance/contract providers
1.4	Examine the impact of social media on the media industry
1.5	Identify key factors to be considered in launching a media business
1.6	Examine how the relationship among marketing, sales, and production affects profitability
1.7	Describe how production processes and cycles affect media businesses
1.8	Determine costing projections for various media objectives and/or functions
1.9	Describe how diversity (cultural, ethnic, multigenerational) and ethics affect the selection of projects and programs
1.10	Describe how ethics, hype, and content influence media products
1.11	Identify industry safety standards
1.12	Describe multiple distribution platforms that are in compliance with the American Disability Act
2.0	INVESTIGATE INTELLECTUAL PROPERTY LAW AND RIGHTS MANAGEMENT
2.1	Identify current legal issues in media professions
2.2	Explain plagiarism and its effects in business
2.3	Define the establishment of a copyright
2.4	Discuss rights and implications of copyright law
2.5	Examine intellectual property law and its ramifications
2.6	Explain the establishment of a trade name and trademark
2.7	Explain fair use in relation to legal and regulatory considerations
3.0	DEMONSTRATE VERBAL AND NONVERBAL COMMUNICATION SKILLS REQUIRED BY THE MEDIA INDUSTRY
3.1	Use industry terminology appropriately in the work environment

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3.2	Use effective communication techniques to obtain accurate information from sources, audiences, and clients
3.3	Practice verbal and nonverbal communication skills with people of diverse cultures, generations, and situations
3.4	Practice active listening skills appropriate to the medium/media
4.0	DEMONSTRATE WRITTEN COMMUNICATION SKILLS REQUIRED BY THE MEDIA INDUSTRY
4.1	Use professional etiquette for web-, email-, and social-media-based communications
4.2	Conduct formal and informal research to collect information
4.3	Verify the accuracy of information
4.4	Verify the authority of sources
4.5	Identify the purpose, content, and audience for communications
4.6	Select the appropriate medium/media for distribution of communications
4.7	Format communications for the purpose, audience, and medium/media
4.8	Use editing skills when reviewing communications
4.9	Use proofing skills and check the spelling when reviewing communications
5.0	UTILIZE COMPUTER APPLICATIONS TO MANAGE MEDIA
5.1	Use appropriate electronic publishing software and output devices
5.2	Apply essential commands and knowledge of computer operating systems
5.3	Apply computer file management techniques
5.4	Use the Internet for file transfer
5.5	Select the format for digital delivery
5.6	Use and care for equipment and related accessories
5.7	Describe the functionality of the internet, intranet, and extranet in the media environment
5.8	Explain methods of protecting a computer against computer threats
6.0	APPLY KNOWLEDGE OF DATA CAPTURE AND MANIPULATION
6.1	Identify software that supports data capture for media devices (i.e., digital camera, video input device, graphics tablet, graphics expansion boards)

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6.2	Select appropriate resolutions for data capture
6.3	Capture and transfer still image, audio, and moving image content
6.4	Archive and manage data for media applications
7.0	ENGAGE IN PRE-PRODUCTION/PLANNING PHASE OF A PHOTOGRAPHY SHOOT
7.1	Use industry terms and vocabulary in appropriate context
7.2	Investigate works of respected photographers
7.3	Investigate the history and genres of photography
7.4	Critique images for technique, content, aesthetics, and meaning to increase visual literacy
7.5	Analyze and incorporate visual design elements and principles in photographs to increase visual literacy
7.6	Analyze the different qualities of hard, soft, reflective, natural, and artificial light
7.7	Analyze the psychology and theory of color in images to increase visual literacy
7.8	Differentiate the type, use and care of digital cameras and accessories
7.9	Differentiate between wide and telephoto lenses and the aesthetic and technical reasons to use both
7.10	Understand aperture and shutter speeds
7.11	Define parameters of a photo shoot according to layout, including equipment and resource needs
7.12	Understand location scouting and pre-observation
7.13	Evaluate estimates, bids, or proposals for commercial jobs
7.14	Use communication skills and documentation, such as itineraries or schedules, to plan and meet client needs
7.15	Understand marketing and branding techniques for small business; creating logos, stationary, websites, and pricing
7.16	Evaluate the need for model release forms
7.17	Analyze file size and type, such as .tif, .jpeg, .psd, and raw files
7.18	Plan and compose individual portraits under natural and artificial lighting conditions
7.19	Plan and compose small group portraits under natural and artificial lighting conditions
7.20	Plan and compose a still life using one light and reflector(s)

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7.21	Explain key, fill, back, and hair light
7.22	Explain lighting set-ups using: Rembrandt, split, paramount, loop, rim, butterfly, broad, short, and 3-point lighting
8.0	IMPLEMENT PLAN(S) FOR ACQUIRING OR CREATING A PRODUCT IN ACCORDANCE WITH PRODUCTION PHASE TASKS IN DIGITAL PHOTOGRAPHY
8.1	Use and understand all functions of a digital SLR camera
8.2	Evaluate lighting type, direction, and camera locations
8.3	Use studio lighting equipment, flash, and other accessories
8.4	Select and use focusing techniques and filters
8.5	Demonstrate professionalism in the workplace (being on time, proper dress, courteousness)
8.6	Evaluate and use methods to elicit responses from subjects
8.7	Demonstrate the use of props
8.8	Set up and test lighting equipment for a photo shoot
8.9	Compose subject using posing techniques
8.10	Import digital camera photos into a digital imaging application
8.11	Create digital images according to specifications using a digital imaging application
8.12	Create digital images to specification for content, mood, and/or meaning
8.13	Assess project needs and work with a team to create a final product
8.14	Scan images, documents, or designs
9.0	PERFORM TASKS IN POST-PRODUCTION PHASE OF PRODUCT REFINEMENT IN DIGITAL PHOTOGRAPHY
9.1	Create and use a file-based workflow and/or a file conversion system, including naming and relabeling files
9.2	Differentiate working files (raw, .psd) from deliverable files (.tif).
9.3	Create a web proof page for clients
9.4	Download, back-up, and archive files
9.5	Select appropriate commands, menus, and palettes for a digital imaging application
9.6	Enhance and retouch digital images using painting and editing tools

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9.7	Edit digital images using editing, filtering, multiple layers, and masking techniques
9.8	Differentiate RGB, CMYK, LAB color, grayscale, and web colors
9.9	Understand nondestructive imaging and parametric image editing
10.0	DELIVER/DISTRIBUTE PRODUCT(S) USING VARIOUS MEDIA I ACCORDANCE WITH CONSUMER EXPECTATIONS IN DIGITAL PHOTOGRAPHY
10.1	Select and convert file formats as specified for end-user requirements
10.2	Understand advantages and disadvantages of various file formats
10.3	Use the internet or intranet for file transfer
10.4	Demonstrate image storage techniques (ex. burn images to a CD, save to external hard drives, flash drives, cloud storage, etc.)
10.5	Evaluate various FTP or File Transfer Protocols
10.6	Understand billing and invoicing processes
11.0	MONITOR QUALITY ASSURANCE OF PRODUCT CREATION CONCURRENT WITH ALL PHASES OF PRODUCTION IN DIGITAL PHOTOGRAPHY
11.1	Explain how to calibrate monitors and printers for color control
11.2	Understand maintenance needs and care of equipment
11.3	Review a project workflow after completion and determine areas of improvement
11.4	Assess customer satisfaction
12.0	PRESENT PRODUCT(S) TO SELECTED AUDIENCE(S) USING MEDIA IN DIGITAL PHOTOGRAPHY
12.1	Create an image suitable for publication
12.2	Dry mount, matte, or frame a print for presentation
12.3	Create and print images to size and specifications: 4x6, 5x7, 8x10, etc.
12.4	Create and present a professional portfolio for review/critique