

Commercial Photography

1

Exam Information	Description
Exam number 537 Items 29 National Career Cluster Arts, A/V Technology & Communications Certification available Yes	The Commercial Photography 1 industry certification exam assesses knowledge and skills in commercial photography. The exam assesses learners' knowledge of concepts such as purchasing a digital camera, image capture, image editing, and image output. It also includes the features and use of Adobe Photoshop and Adobe Lightroom, preparing learners for the field of commercial photography.

Exam Blueprint and Performance Skills

Standard	Percentage of exam score
1. Capturing Images	55%
2. Editing Images	24%
3. Output	12%
4. Connection & Inspiration	0%
5. Career Paths	6%
6. Portfolio Construction	3%
7. Responsible Professionalism	0%

*Includes performance skill evaluation

Standard 1 - Capturing Images

Candidates will employ proper equipment, exposure, lighting modification, and optional accessories to capture photographic images utilizing compositional concepts and narratives.

Objective 1 Exposure: Candidates will navigate camera functions to create images with accurate exposure for their intended purpose.

1. Exposure Triangle a
 - a. Aperture
 - b. Shutter Speed
 - c. ISO

Objective 2 Composition: Candidates will represent compositional elements in their photographic work to develop visual literacy

1. Line (leading lines, static (horizontal/vertical), and dynamic lines (diagonal))
2. Space (positive/negative, simplicity)
3. Texture (visual)
4. Framing (literal and subliminal)
5. Rule of Thirds (engaging the viewer)
6. Perspective
 - a. Linear (horizon line, vanishing point)
 - b. Atmospheric (foreground, middle ground, background)
 - c. Point of View (bird's eye, worm's eye, eye-level)
7. Pattern and Repetition
8. Balance
 - a. Symmetry vs. Asymmetry
 - b. Visual Weight
 - c. Proportion, Scale, Size
9. Focal Point / Point of Emphasis (color, texture, size, contrast, light, pattern, etc.)
10. Color and Mood

Objective 3 Explore Meaning and Context: Candidates will explore narrative and meaning as it relates to their photographic work.

1. Generating Ideas (mood/vision board based on location, theme, client, or prompt, developing personal style ("aesthetic"), personal interests, branding, relevance, resonance, etc.)
2. Sequencing and Storytelling (W's: what, why, when, where, who, how)
3. Self-Reflection (analyze, evaluate, critique)

Optional: Standard performance evaluations on the final page of this document

Standard 2 - Editing Images

Candidates will be able to use photo editing software to enhance images.

Objective 1 Transfer: Candidates will transfer images successfully to access them from other devices for editing purposes.

Camera --> Memory Card --> Computer a. Card --> Computer
a. Phone --> Computer b. Computer --> Online

Objective 2 Editing: Candidates will employ editing tools in Adobe Photoshop or Lightroom to refine their photographic work.

1. Global Adjustments (entire image)
 - a. Exposure, color, contrast, effects
 - b. Cropping
2. Local Adjustments (selected parts of image)
 - a. Masking & Touch-up Tools (healing, clone stamp)

Optional: Standard performance evaluations on the final page of this document

Standard 3 - Output

Candidates will be able to save/export their photographic work in the appropriate size, resolution, format and mode for a variety of platforms. (Primary focus will be on DIGITAL output during Photo I. Print will be covered in depth in Photo II & III) Candidates will store their images in the appropriate location for future access.

Objective 1 Output Size, Resolution, Format, Mode for Location: Candidates will be able to save/export their photographic work in the appropriate size, resolution, format, and mode for a variety of platforms.

1. To Digital Devices
 - a. 72 Pixels per Inch (PPI)
 - b. Format: JPG
2. To Print
 - a. 300 DPI
 - b. Format: JPG, TIFF
3. To Archive
 - a. Save to cloud, local computer, external drive

- b. Keep original file and format

Optional: Standard performance evaluations on the final page of this document

Standard 4 - Connection & Inspiration

Candidates will develop ideas in connection to other photographers and their work which inspires the student's own photographic interest.

Objective 1 Draw Inspiration from other Photographers: Candidates will develop ideas by exploring photographic works of other photographers and by analyzing, evaluating, and critiquing the significance of their selected photographers' work.

1. Explore a variety of photographers and photographic styles.
2. Analyze, evaluate, critique photographic works.

Optional: Standard performance evaluations on the final page of this document

Standard 5 - Career Paths

Candidates will explore an introduction to a variety of career paths in the photography industry. Candidates will develop fundamental work skills through their own photographic process.

Objective 1 Industry Knowledge: Candidates will explore career paths in the photography industry related to their personal interests.

Objective 2 Work Skills: Candidates will develop work skills through their own photographic process.

1. Collaboration, teamwork, communication, problem-solving, critical thinking, dependability, and accountability.
2. Legal Expectations (copyright and plagiarism basics)

Optional: Standard performance evaluations on the final page of this document

Standard 6 - Portfolio Construction

Candidates will construct a digital portfolio to demonstrate their development in aesthetic literacy and curate their own work using compositional elements. The portfolio will serve as an assessment of student understanding through hands-on, process-based learning of each concept listed.

Objective 1 Composition (Digital) Portfolio: Candidates will curate a personal digital portfolio to demonstrate their development in aesthetic literacy through compositional elements.

1. Candidate-selected projects/work (book, online portfolio, social media page, presentation).

Objective 2 Printed Work: Candidates will display their work through local events. (Optional)

Optional: Standard performance evaluations on the final page of this document

Standard 7 - Responsible Professionalism

Create skilled, career-ready, and responsible professionals.

Objective 1 Analyze the technical skills needed in Commercial Photography: Technical skills are fundamental to performing tasks, solving problems, and ensuring the quality, safety, and efficiency of work in skilled and technical jobs. They are a key component of professional competence in these fields.

1. Computer & Technology Literacy
2. Understand job specific skills
3. Safety & Health
4. Service Orientation
5. Professional Development

Objective 2 Analyze the personal skills needed in Commercial Photography: Personal skills contribute to an individual's overall effectiveness and success in the workplace. Personal skills complement technical expertise, enhancing an individual's ability to work effectively, collaborate with others, and navigate the dynamic and challenging nature of skilled and technical jobs.

1. Demonstrate reliability and integrity
2. Demonstrate ethical behavior at all times
3. Exhibit professionalism in your work
4. Act Responsibility
5. Show adaptability and flexibility
6. Be self-motivated

7. Identify and practice time management skills

Objective 3 Analyze the workplace skills needed in Commercial Photography: Workplace skills are crucial for success in skilled and technical jobs. These skills complement technical and personal skills and are often considered the foundation for effective job performance. They contribute to overall professionalism, effective communication, collaborative teamwork, problem-solving, and adaptability in the dynamic and demanding work environments of technical fields.

1. Effective communication
2. Decision making capabilities
3. Teamwork
4. Planning, organizing, and the management of projects
5. Leadership

Performance Skills Evaluation

Exam name: Commercial Photography

Candidate Name: _____

Performance assessments may be completed and evaluated any time before the certification is issued. The following performance skills can be used in connection with the associated standards and exam. The evaluator will function as the subject matter expert to determine if the candidate meets the skills requirements with a Yes/No for passing.

Standard 1 – Capturing Images • Compose photographic images that demonstrate successful use of various composition elements. • Demonstrate proper use of the exposure triangle when photographing. • Analyze, evaluate, and critique own photographic work for self-reflection and identify areas for improvement.	Pass:
Standard 2 – Editing images • Submit and demonstrate an intentional and successfully edited photo including exposure, color, adjustments, and contrast.	Pass:
Standard 3 – Output • Submit a photo through a digital device. • Submit a photo for print with the correct resolutions and formats. • Save/store a photo to an archive source.	Pass:
Standard 4 – Connection & Inspiration • Select photographers who inspire the student's own photographic interests. • Analyze, evaluate, and critique photographic works.	Pass:
Standard 5 – Career Paths • Take photographs in the genre/interest that meets the genre expectations. • Submit original work for all projects.	Pass:
Standard 6 – Portfolio Construction • Create a digital portfolio of student work. • Display high-quality photographic works.	Pass:

Evaluator Name:

Date:
