

Commercial Photography

2

Exam Information	Description
Exam number 539 Items 31 National Career Cluster Arts, A/V Technology & Communications Certification available Yes	The Commercial Photography 2 industry certification exam assesses advanced photographic knowledge and abilities, focusing on professional jobs and assignments in commercial photography. Learners are expected to compile a portfolio of their work, demonstrating the application of skills acquired in Digital Photography.

Exam Blueprint and Performance Skills

Standard	Percentage of exam score
1. Capturing Images	43%
2. Editing Images	30%
3. Output	8%
4. The Industry & Inspiration	11%
5. Portfolio & Presentation	8%
6. Responsible Professionalism	0%

*Includes performance skill evaluation

Standard 1 - Capturing Images

Candidates will capture photographic images by employing proper equipment, exposure, light modification, and optional accessories.

Objective 1 Exposure: Candidates will employ the basic functions of the mirrorless camera to create photographic works.

Exposure Triangle

- a. Aperture
- b. Shutter Speed
- c. ISO
- 1. Types of cameras advantages/disadvantages
 - a. Mirrorless
 - b. Film
 - c. DSLR
 - d. Phone/Mobile
- 2. Camera settings
 - a. White Balance
 - b. Image Quality (RAW, JPG)
 - c. Histograms

Objective 2 Lenses: Candidates will employ the basic functions of interchangeable camera lenses to create photographic works.

- 1. Lens Comparison
 - a. Wide Angle (short focal lengths)
 - b. Normal/Standard (mid-range focal lengths)
 - c. Telephoto (longer focal lengths)
 - d. Macro Lenses
- 2. Benefits and disadvantages of prime and zoom lenses.

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

Objective 3 Lighting: Candidates will construct, manage, and modify various lighting arrangements to achieve desired lighting effects in indoor and outdoor settings.

1. White Balance
 - a. Color cast from various lighting
 - b. Auto White Balance setting vs. gray card
2. Artificial/Natural Light
 - a. Sources of Light
 - b. Creative Uses
3. Outdoor Photography
 - a. Light control/modification
 - b. Time of day
 - c. Color cast & shadows
4. Indoor Photography
 - a. Light sources: window, artificial light, studio lighting
 - b. Light control/modification
 - c. Indoor color temperature/cast of various lighting
5. Studio Lighting
 - a. Studio lighting setup (key light, fill light, hair/accent light, continuous light, strobe light)
 - b. RAFT Light control/modification (reflectors, diffusers, barn doors)
 - c. 4 Lighting Formations: Butterfly, Loop, Rembrandt, Split
 - d. Camera settings for studio lighting.

Objective 4 Visual Elements: Candidates will employ a variety of visual techniques to create visually engaging photographic works.

1. Visual Organization
 - a. Wide, medium, tight formula on same subject
 - b. Dynamic Symmetry (grouping, head space, etc.)
 - c. Posing techniques (people, products)
 - d. Leave crop room (Portraits)
2. Light/Shadow
 - a. Effects of lighting/shadow placement
3. Black & White Photography
 - a. Visualizing B/W conversion of tonal range
 - b. Adjustments for B/W vs. color
 - c. Contrast, value scales, zones

Objective 5 Explore Meaning and Context: Candidates will construct meaning, and identify context in their photographic work. They will employ intentional practices to develop a personal photographic aesthetic.

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 Photoshop: Candidates will employ editing tools in Photoshop to refine their photographic image(s)

1. Adjustment Layers
 - a. Layer masks vs. Quick masks
 - b. Tonal (histogram, curves)
 - c. Color (color balance, black and white adjustment)
2. Tools & Techniques
 - a. Compare healing brushes (spot vs. clone)
 - b. Crop tool (WxHxRES, positioning, spacing)
 - c. Image dimensions & size d. Content aware
3. Compositing and Layer Organization
 - a. Opacity
 - b. Blending modes (screen, multiply, etc.)
 - c. Order & Alignment

Objective 2 Lightroom: Candidates will employ Adobe Lightroom to refine photographic image(s)

1. Import / Albums / Export
 - a. Culling
 - b. Organization
 - c. Export
2. Develop / Edit Module
 - a. Exposure Adjustments
 - b. Color Adjustments
 - c. Cropping
 - d. Batch Editing
 - e. Healing
 - f. Masking
3. Presets

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 digital and print platforms. Candidates will develop a system for storing, accessing, and archiving their images.

Objective 1 Location Settings: Candidates will manage photographic files and their output qualities.

1. To Print
 - a. Contact Sheet
 - b. 300 dpi
 - c. Format: TIFF, PDF, JPG, PSD
2. Image Quality
 - a. Resolution, Compression

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

Standard 4 - The Industry & Inspiration

Candidates will explore an introduction to a variety of career specific best practices in the photography industry and develop ideas in connection to other photographers and their work which inspire the candidate's own photographic interest.

Objective 1 Industry Knowledge: Candidates will develop industry knowledge to understand the best practices and inspiration in the business of photography.

1. Explore careers in photography
2. Ethics & Legal Expectations in Photography
 - a. Compare copyright, fair use, and public domain.
 - b. Photo editing/manipulation (advertising, photojournalism, etc.)
 - c. Model releases, licensing, contracts, forms.

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

Standard 5 - Portfolio & Presentation

Candidates will construct both a digital and print portfolio to demonstrate their development in technical literacy and style as it pertains to photography. The portfolio will serve as an assessment of candidate understanding through hands-on, process-based learning of each concept listed.

Objective 1 Technical Portfolio: Candidates will construct a digital and/or print portfolio to demonstrate their development in technical literacy as it pertains to photography.

1. Candidate Selected Projects/Work (book, Online portfolio, social media page, presentation)

Objective 2 Stylistic Portfolio: Candidates will construct a digital and/or print portfolio to demonstrate their understanding of professional photographic styles.

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

Objective 3 Present: Candidates will present their photographic work to others through exhibitions or other events.

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

Standard 6 - 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 2

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 • Demonstrate proper use of the exposure triangle and white balance when photographing. • Take a photograph using the appropriate lens for the appropriate setting. • Construct various lighting arrangements to achieve desired lighting effects in a studio setting. • Manage natural lighting to achieve desired results outdoors. • Choose and utilize the correct white balance for appropriate environments. • Produce visually engaging photos using different elements. • Plan and execute a photographic idea by gathering inspiration from other photographers. • Analyze, evaluate, and critique own photographic work.	Pass:
Standard 2 – Editing Images • Enhance images by using Photoshop tools and techniques. • Enhance images by using Lightroom tools and techniques.	Pass:
Standard 3 – Output • Output high quality photographic files.	Pass:
Standard 4 – The Industry & Inspiration • Submit original work for all projects. • Demonstrate ethical practices when capturing, editing, and publishing photographic works. • Review historical work to draw inspiration.	Pass:
Standard 5 – Portfolio & Presentation • Create a digital and print photographic portfolio. • Display high-quality photographic works through exhibitions or other events.	Pass:

Evaluator Name:

Date:
