



Commercial Photography Unit 1 - Portraiture/Fashion

Unit Focus

Students will become skilled at using basic functions of a DSLR camera and studio strobe equipment. They will apply their camera skills and studio lighting skills through portraiture that will be displayed on a website. Students will learn by using the creative cycle and collaborating with other students in the photography studio in order to create a well refined product.

Stage 1: Desired Results - Key Understandings

Standard(s)	Transfer	
<p>National Core Arts Standards <i>Visual Arts: HS Accomplished</i> Synthesize: Synthesize and relate knowledge and personal experiences to make art. (VA:Cn10.1.HSII) Utilize inquiry methods of observation, research, and experimentation to explore unfamiliar subjects through art-making. (VA:Cn10.1.HSII.a) Reflect - Refine - Continue: Refine and complete artistic work. (VA:Cr3.1.HSII) Engage in constructive critique with peers, then reflect on, re-engage, revise, and refine works of art and design in response to personal artistic vision. (VA:Cr3.1.HSII.a) Select: Select, analyze and interpret artistic work for presentation. (VA:Pr.4.1.HSII) Analyze, select, and critique personal artwork for a collection or portfolio presentation. (VA:Pr.4.1.HSII.a) Perceive: Perceive and analyze artistic work. (VA:Re7.1.HSII) Evaluate the effectiveness of an image or images to influence ideas, feelings, and behaviors of specific audiences. (VA:Re7.2.HSII.a)</p> <p>Madison Public Schools Profile of a Graduate Design: Engaging in a process to refine a product for an intended audience and purpose. (POG.2.2) Self-Awareness: Examining current performance critically to identify steps/strategies to persist. (POG.4.1)</p>	<p><i>Students will be able to independently use their learning to...</i> T1 Create works of art to personally engage in the artistic process and/or communicate meaning T2 Engage in critique to inform next steps or deepen examination of an artistic work</p>	
	Meaning	
	Understanding(s)	Essential Question(s)
<p><i>Students will understand that...</i> U1 Artists' creative choices are influenced by their expertise, context, and expressive intent. U2 Artists improve the quality of a performance/piece of art through a cycle of deliberate practice and examination of results. U3 Artists select a repertoire/body of work to demonstrate current range and depth of expertise for a given purpose and audience. U4 Artists make thoughtful choices about their use of skills, technique, and style to in hopes of creating a specific response for an audience. U5 Evaluation of an artistic work is based on analysis and interpretation of established criteria that is helpful to the artist or deepens understanding of the work. U6 Interpretation of a work of art can be enriched by understanding context of the topic and perspective of the artist.</p>	<p><i>Students will keep considering...</i> Q1 How do I use what I visualize/imagine and make it come to life? Q2 How much freedom do I have to be creative and also work within established criteria? Q3 What does quality look/feel/sound like? How do I fine tune my work for and with an audience? Q4 What (skill/technique) am I focusing on? How do I get better at this? How do I know I'm making progress?</p>	

Stage 1: Desired Results - Key Understandings

	Acquisition of Knowledge and Skill	
	Knowledge	Skill(s)
	<p><i>Students will know...</i></p> <p>K1 Lighting techniques to emphasize or reduce shadows</p> <p>K2 Ways to create interest in a portrait through the use of composition</p> <p>K3 Portraiture style and use of photographic techniques can have a positive/negative effect on audience perception of the portrait</p> <p>K4 Camera lens choice is used to complement the models features and the style that the photographer is trying to achieve</p> <p>K5 Key Terms: ambient light, angle of view, aperture, backdrop, backlit, color balance, composition, collage, color correction, contrast, diffuse, highlights</p>	<p><i>Students will be skilled at...</i></p> <p>S1 Applying appropriate lighting techniques to visually enhance the model (i.e., shadows, highlights, saturation of color)</p> <p>S2 Sketching out compositional ideas to assist in how the model will be photographed (e.g., zoom, angle, color, focus)</p> <p>S3 Use a variety of lenses to attain a desired style and composition</p> <p>S4 Use alternative methods (collage, distortion, hand coloring, etc.) to create a personalized style in photographs</p>