

Coastline ROP – Career Technical Education

VISUAL IMAGERY

INDUSTRY SECTOR: Arts, Media and Entertainment Sector

PATHWAY: Design, Visual and Media Arts - Visual/Commercial Art

CALPADS TITLE: Intermediate Visual/Commercial Art(Concentrator)

CALPADS CODE: 7217

HOURS:

Total	Classroom	Laboratory/CC/CVE
180	180	0

JOB TITLE	O*NET CODE	JOB TITLE	O*NET CODE
Artists and Related Workers, All Other	27-1019.00	Photographers	27-4021.00
Designers, All Other	27-1029.00	Multimedia Artists and Animators	27-1014.00

COURSE DESCRIPTION:

This class is designed for the student interested in understanding basic techniques in photography. Students will learn how to record digital images that demonstrate an understanding of the elements of visual communication and principles of composition and design. Opportunities will be provided to manipulate, enhance, print, and assemble photos into a portfolio of work which can be used for application to a post-secondary, an exhibition, job application, or for personal collection or marketing of art.

A-G APPROVAL: F

ARTICULATION:

College	Course Code
Saddleback College	PHOT 50
Irvine Valley College	DMA 51 or PHOT 51
Coastline Community College	DGA C131
Orange Coast College	PHOT A123

DUAL ENROLLMENT: None

PREREQUISITES:

Prerequisite
None

METHODS OF INSTRUCTION

- Direct instruction
- Group and individual applied projects
- Multimedia
- Demonstration
- Field trips
- Guest speakers

STUDENT EVALUATION:

- Student projects
- Written work
- Exams
- Observation record of student performance
- Completion of assignment

INDUSTRY CERTIFICATION:

- None

RECOMMENDED TEXTS:

- None

PROGRAM OF STUDY

Grade	Fall	Spring	Year	Course Type	Course Name
9, 10, 11, 12				Introductory	Visual Imagery
9, 10, 11, 12				Introductory	Multimedia Communications Design
10, 11, 12				Concentrator	Entertainment Art
11, 12				Capstone	Art of Animation

I.	INTRODUCTION AND ORIENTATION	CR	Lab/ CC	Standards
	• Demonstrate an understanding of course requirements and student expectations • Demonstrate comprehension of photography as a means for communication and creative expression. • Identify and discuss photography's use and impact in society • Demonstrate awareness of the industry standards, photographic career opportunities, and educational pathways • Demonstrate an understanding of photographic terminology – technical and aesthetic • Demonstrate an understanding of ethics, privacy, ownership, appropriateness, and copyright laws related to photography	5	0	Academic: LS: 11-12.1 CTE Anchor: Ethics and Legal Responsibilities: 8.3, 8.4, 8.6 CTE Pathway: A2.1
II.	THE PHOTOGRAPHIC INDUSTRY	CR	Lab/ CC	Standards
	• Understand the role of planning in decision-making and responding to client expectations • Discuss job responsibilities in a company and identify the chain of command using an organizational chart • Identify the role of management and distinguish different management styles • Understand the cost of employee absenteeism and its impact on an organization's finances and salaries • Understand the impact of errors and misuse of resources on an organization's financial status • Identify the role of labor unions and/or professional organizations • Discuss the importance of maintaining a professional image to enhance community perception of the company/ industry • Understand how individual actions can affect the larger community • Identify the impact of the industry on the environment and public safety • Identify the use of green technology within the industry sector • Identify industry practices that demonstrate a commitment to sustainability • Demonstrate an awareness of industry standards and career opportunities • List personal qualifications • Identify career entry opportunities • Examine advanced training opportunities • Understand career paths and strategies for obtaining employment	4	0	Academic: SEP: 6, 8 CTE Anchor: Demonstration and Application: 11.1, 11.3, 11.4 CTE Pathway: A5.4, A5.6, A5.7
III.	WORKPLACE SAFETY	CR	Lab/ CC	Standards
	• Understand occupational safety issues and observe all safety rules • Identify fire and disaster procedures • Identify hazards in the workplace that cause accidents • Respond to emergency situations	2	0	Academic: SEP: 8 CTE Anchor: Health and Safety: 6.2, 6.5, 6.6, 6.7 CTE Pathway: A1.1
IV.	CAMERA MECHANICS AND OPERATION	CR	Lab/ CC	Standards
	• Analyze the mechanics and operation of a digital camera and peripheral devices • Relate how light is affected by a lens to form images • Demonstrate the use of different lenses and their relationship to visual effects • Demonstrate the use of various filters • Demonstrate the use of peripheral devices such as flatbed scanners, film	20	0	Academic: SEP: 3, 4 CTE Anchor: Technology: 4.3 Demonstration and Application: 11.1 CTE Pathway:

	scanners, ink-jet printers, digital camera card reader, and external storage devices • Select special lenses and attachments for creative image control • Apply principles of composition when shooting: simplicity, focal point, the rule of thirds, centering symmetrical subjects, dominant lines, and subject background relationships			CTE Anchor: A2.6, A2.1
V.	PRINCIPLES OF COMPOSITION AND DESIGN	CR	Lab/ CC	Standards
	• Identify basic elements and principles of design in photography: balance, dominance, subordination, space, unity, repetition, shape, texture, line, and color	15	0	Academic: WS: 11-12.8 CTE Anchor: Communications: 2.5 CTE Pathway: A2.1
VI.	USE OF LIGHT	CR	Lab/ CC	Standards
	• Explain how light is controlled • Demonstrate the use of the light meter • Discuss how light affects various materials • Control lighting to affect the artistic style • Understand the use of studio lighting and posing techniques for portraiture and commercial display	5	0	Academic: LS: 11-12.1 SEP: 4, 5 CTE Anchor: Technology: 4.1 CTE Pathway: A8.4
VII.	VISUAL COMMUNICATION	CR	Lab/ CC	Standards
	• Plan and create an expressive photo composition that focuses on dominance and subordination • Plan and create two or three-dimensional photos that address a social issue • Create a work of art that communicates a cross-cultural or universal theme taken from literature or history • Apply the principles of composition and design to achieve a pleasing arrangement of the elements of visual art in student photos	35	0	Academic: US: 11.11 CTE Anchor: Communications: 2.4 CTE Pathway: A8.2
VIII.	IMAGE EDITING	CR	Lab/ CC	Standards
	• Demonstrate an understanding of the structure, vocabulary, and storage of a digital image • Demonstrate an understanding of common file formats and file compression • Develop and refine skill in the manipulation of digital photos through the application of basic Adobe Photoshop software techniques: • Understanding the toolbox • Layering • Managing color • Cropping and sizing • Contrast selection with levels • Contrast with curves • Spotting and re-touching • Burning in and emphasis • Sharpening • Identify & describe the influence of new technologies on contemporary photographic work	24	0	Academic: ETS: ETS2.B, ETS2 CTE Anchor: Technical Knowledge and Skills: 10.3 CTE Pathway: A2.1, A2.5, A5.2
IX.	PRINCIPLES OF COLOR	CR	Lab/ CC	Standards

	• Explain the basic principles of color • Discuss and evaluate the impact of color or absence of color on photographic work • Demonstrate an understanding of digital color representation • Manipulate color to achieve balance and brightness • Calibrate color to achieve accurately printed proofs and finished photos	5	0	Academic: LS: 11-12.1 CTE Anchor: Technical Knowledge and Skills: 10.3 Demonstration and Application: 11.1 CTE Pathway: A1.7
X.	PHOTOGRAPHY AS ART	CR	Lab/CC	Standards
	• Discuss, analyze and write about visual aspects in photos that exemplify principles of design • Describe how dominance and subordination are illustrated in photos • Research, analyze, and write about the work of a photographer, their distinctive style and its contribution to the meaning of their work • Analyze and describe how the composition of a photo is affected by the use of a particular principle of design • Compare and contrast similar styles of work done in digital photography with those done with materials traditionally used in the visual arts	20	0	Academic: RLST: 11-12.1, 11-12.4 WS: 11-12.1, 11-12.4, 11-12.6, 11-12.8, 11-12.9 CTE Anchor: Communications: 2.5 Problem Solving and Critical Thinking: 5.2 CTE Pathway: A1.5
XI.	HISTORICAL AND CULTURAL LITERACY IN PHOTOGRAPHY	CR	Lab/CC	Standards
	• Identify the work of contemporary photographers and discuss the diverse social, economic, and political developments reflected in the work examined • Investigate universal concepts expressed in photos from diverse cultures • Discuss the ways in which photos reflect, play a role in, and influence society and culture	5	0	Academic: AD : 12.8 WH: 10.11 CTE Anchor: Communications: 2.5 CTE Pathway: A3.2, A3.3
XII.	PORTFOLIO DEVELOPMENT	CR	Lab/CC	Standards
	• Create a personalized photographic expression in traditional and/or digital format • Assemble photographs, written documents, and supportive materials • Reveal evidence of learning in photography including knowledge of content, processes, art skills, values, attitudes, and interests • Include reflections, interpretations, and judgments • Show significant achievements and progress over time • Prepare presentation and feedback response	15	0	Academic: WS: 11-12.4 CTE Anchor: Career Planning and Management: 3.1 Problem Solving and Critical Thinking: 5.2 Responsibility and Flexibility: 7.5 Technical Knowledge and Skills: 10.3 CTE Pathway: A2.7, A2.5
XIII.	PHOTO PREPARATION AND EXHIBITION	CR	Lab/CC	Standards

	• Understand the basics of photo printer use • Utilize printing and color management settings to produce color proofs and final prints • Demonstrate the ability to organize and mount finished photographs • Compose various display arrangements for visual effect	8	0	Academic: WHSST: 11-12.1 CTE Anchor: Communications: 2.5 CTE Pathway: A8.2
XIV.	EMPLOYMENT LITERACY	CR	Lab/CC	Standards
	• Identify available positions in the industry through the use of networking or the Internet • Complete an application form correctly • Prepare a written resume • Participate in a simulated employment interview • Prepare a portfolio • Research internship and externship opportunities	5	0	Academic: WHSST: 11-12.4, 11-12.9 CTE Anchor: Communications: 2.3 Career Planning and Management: 3.1, 3.4, 3.5 Responsibility and Flexibility: 7.7 Ethics and Legal Responsibilities: 8.1 CTE Pathway: A1.1, A2.5, A7.2
XV.	PERSONAL SKILLS RELATED TO EMPLOYMENT	CR	Lab/CC	Standards
	• Demonstrate promptness and attend class regularly • Develop and maintain acceptable working relations • Demonstrate the ability to manage time wisely • Demonstrate a positive and cooperative attitude • Demonstrate values of honesty and integrity • Demonstrate respect for others • Dress in a professional manner according to industry standards • Demonstrate appropriate personal hygiene, grooming, and dress • Demonstrate responsibility by exerting a high level of effort and working toward a goal	3	0	Academic: LS: 11-12.1 CTE Anchor: Ethics and Legal Responsibilities: 8.3, 8.4 Leadership and Teamwork: 9.2, 9.3, 9.6, 9.7 CTE Pathway: A4.1
XVI.	INTERPERSONAL SKILLS AND GROUP DYNAMICS	CR	Lab/CC	Standards
	• Demonstrate the ability to work as a member of a team • Identify proper procedures for handling harassment • Demonstrate leadership skills by working independently, making appropriate decisions, working well with others, and accepting constructive criticism • Demonstrate the ability to accept and work with individuals from various cultures	3	0	Academic: LS: 11-12.3 CTE Anchor: Leadership and Teamwork: 9.5, 9.6, 9.7 CTE Pathway: A3.5, A3.6
XVII.	THINKING AND PROBLEM SOLVING SKILLS	CR	Lab/CC	Standards
	• Utilize problem-solving techniques • Understand logical reasoning • Demonstrate creative thinking • Discuss decision-making • Demonstrate the ability to interpret information correctly	3	0	Academic: SEP: 1, 4 CTE Anchor: Problem Solving and Critical Thinking: 5.1, 5.2,

				5.3, 5.4 CTE Pathway: A4.3, A4.5, A8.4
XVIII.	COMMUNICATION SKILLS	CR	Lab/ CC	Standards
	• Demonstrate effective verbal and written skills • Read technical journals, and write technical reports using appropriate terminology • Listen attentively, follow directions, and relay directions to others • Demonstrate ability to research and retrieve information	3	0	Academic: WHSST: 11-12.4, 11-12.6, 11-12.9 CTE Anchor: Communications: 2.3, 2.4 Technology: 4.1 CTE Pathway: A8.2