

<b>Course Title:</b>	Photography III
<b>Department:</b>	Visual and Performing Arts
<b>Course #:</b>	7808
<b>Grade Level/s:</b>	11 – 12
<b>Length of Course:</b>	Year
<b>Prerequisite/s:</b>	Grade of C or better in Photography I and II, and teacher recommendation.
<b>UC/CSU (A-G) Req:</b>	F (Pending)

**Brief Course Description:** The purpose of this capstone course is to prepare photography students to pass the Adobe Certified Associate exam in Visual Design, using Adobe Photoshop CC. This is an industry-recognized certificate, which demonstrates that an individual has the entry-level skills necessary to be hired into the Arts Media and Entertainment Industry Sector right out of high school.

Additionally, students will work more independently with a focus on higher standards, advanced photographic techniques, with a personal career focus in mind. Students will begin to select a more defined and personalized form of visual expression. Students will be required to be more self-motivated and accountable in their work habits. Students will study important professional photographers and their work and apply some of their techniques to the student's own work. This will help prepare students for real life experiences in photography as well as being college and/or career ready. A portfolio of collected finished works with public exhibition is a goal of this class.

## I. GOALS

The students will:

### A. Project Management Skills

1. Understand the importance of defining purpose, goal, and audience
2. Understand how to manage and organize multiple tasks involved in design versus production
3. Understand roles and responsibilities
4. Understand how to define and prioritize tasks
5. Understand deliverables and meeting deadlines
6. Understand how to manage and organize multiple tasks involved in design versus production

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7. Understand how to select and use appropriate applications
8. Understand how to organize into production roles
9. Understand how to manage tasks based on roles
10. Understand how to create and manage a project plan
11. Design for a client
12. Identify audience(s)
13. Conducting review sessions
14. Write a summary of client needs
15. Execute a review and redesign cycle

### **B. Design Skills**

1. Understand image source
2. Identify the difference in color modes
3. Understand, employ, and apply design principles
4. Understand and employ color theory
5. Understand the impact of typography
6. Understand the relationship between color, typography, layout and tone
7. Understand image composition
8. Provide multiple design ideas
9. Synthesize information from design review meetings
10. Create designs that meet client requirements
11. Execute a review and redesign cycle
12. Redesign based on feedback
13. Design for a specific audience and purpose

### **C. Research and Communication Skills**

1. Analyze and critique photographs
2. Critique designs
3. Understand copyright issues and fair use guidelines
4. Advocate and practice legal use of images
5. Interview clients
6. Communicate purpose and goal
7. Communicate ideas clearly
8. Ask questions to focus and clarify
9. Listen and interpret feedback
10. Communicate and present design decisions
11. Give feedback on a project
12. Review and revise with client

### **D. Technical Skills**

1. Correctly demonstrate the use of a digital camera
2. Use scanners
3. Understand the Photoshop workspace
4. Understand the Adobe Photoshop interface
5. Import and work with various file formats
6. Work with layers
7. Understand vector and bitmap graphics
8. Retouch photos by using selection tools
9. Sharpen photos
10. Adjust brightness and contrast
11. Adjust levels and colors

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12. Crop, resize, and straighten images
13. Combine multiple images
14. Transform images
15. Edit photographs
16. Create Watermarks
17. Use filters
18. Use blending tools
19. Transform images
20. Retouch images
21. Paint photographs
22. Draw and modify lines
23. Draw and Modify shapes
24. Use swatches
25. Add text to images
26. Output images for web
27. Output images for print
28. Output images for video

### CTE Model Standards

The students will:

1. Apply appropriate technical skills and academic knowledge.
2. Communicate clearly, effectively, and with reason.
3. Develop an education and career plan aligned with personal goals.
4. Apply technology to enhance productivity.
5. Utilize critical thinking to make sense of problems and persevere in solving them.
6. Practice personal health and understand financial literacy.
7. Act as a responsible citizen in the workplace and the community.
8. Model integrity, ethical leadership, and effective management.
9. Work productively in teams while integrating cultural and global competence.
10. Demonstrate creativity and innovation.
11. Employ valid and reliable research strategies.
12. Understand the environmental, social, and economic impacts of decisions.

## II. OUTLINE OF CONTENT FOR MAJOR AREAS OF STUDY

### Semester 1

#### A. Unit 1: Setting Project Requirements

1. Identify the purpose, audience, and audience needs for preparing image(s)
2. Demonstrate knowledge of standard copyright rules for images and image use
3. Demonstrate knowledge of project management tasks and responsibilities
4. Communicate with others (such as peers and clients) about design plans

#### B. Unit 2: Identify Design Elements Used When Preparing Images

1. Demonstrate knowledge of image resolution, image size, and image file format for web, video, and print
2. Demonstrate knowledge of typography
3. Demonstrate knowledge of color correction using Photoshop
4. Demonstrate knowledge of image generating devices (DSLR cameras, cellphone cameras etc...), their image types, and how to access resulting images in Photoshop
5. Understand key terminology of digital images

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**Semester 2**

- A. Unit 3: Understanding Adobe Photoshop
  - 1. Identify elements of the Photoshop user interface and demonstrate knowledge of their functions
  - 2. Demonstrate knowledge of layers and masks
  - 3. Demonstrate knowledge of importing, exporting, organizing, and saving
  - 4. Demonstrate knowledge of producing and reusing images
  - 5. Demonstrate an understanding of and select the appropriate features and options required to implement a color management workflow
  
- B. Unit 4: Manipulating Images By Using Adobe Photoshop
  - 1. Demonstrate knowledge of working with selections
  - 2. Use Photoshop guides and rulers
  - 3. Transform images
  - 4. Adjust or correct the tonal range, color, or distortions of an image
  - 5. Demonstrate knowledge of retouching and blending images
  - 6. Demonstrate knowledge of drawing and painting
  - 7. Demonstrate knowledge of type
  - 8. Demonstrate knowledge of filters
  
- C. Unit 5: Publishing Digital Images By Using Adobe Photoshop
  - 1. Demonstrate knowledge of preparing images for web, print, and video

**III. ACCOUNTABILITY DETERMINANTS**

- A. Key Assignments
  - 1. Unit 1: Getting started
    - a. Lesson 1: Understanding digital photography and digital images
    - b. Lesson 2: Design principles
    - c. Lesson 3: Getting started with Adobe Photoshop
  - 2. Unit 2: Planning and Communication
    - a. Lesson 1: Introduction to project planning, project management, and teamwork
    - b. Lesson 2: Copyright and fair use
    - c. Lesson 3: Working with clients
  - 3. Unit 3: Image Editing
    - a. Lesson 1: Editing images and graphics
    - b. Lesson 2: Advanced image editing techniques
  - 4. Unit 4: Illustration
    - a. Lesson 1: How to draw and add text with Adobe Photoshop
  - 5. Unit 5: Publish and Deliver
    - a. Lesson 1: Preparing images and graphics for web, print, and video
    - b. Lesson 2: Presenting design projects

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**B. Assessment Methods**

1. Skill mastery and quality of work
2. Tests and quizzes
3. Individual projects/group projects/final projects
4. Classwork/homework
5. Performance tasks
6. In-class direct instruction notes
7. Adobe Certified Associate practice exams
8. Adobe Certified Associate exam for industry certification

**IV. INSTRUCTIONAL MATERIALS AND METHODOLOGIES**

**A. Required Textbook(s)**

1. None

**B. Supplementary Materials**

1. iMac Computer with Adobe Photoshop, Bridge and Lightroom
2. Adobe Education Exchange: <http://edex.adobe.com>
3. Adobe Photoshop CC Classroom in a Book (2017 release). Adobe Press, 2016.
4. Adobe Lightroom CC and Photoshop CC for Photographers in a Book. Adobe Press, 2016
5. Classroom printers and supplemental equipment
6. Classroom supplemental supplies and materials

**C. Instructional Methodologies**

1. Guided practice
2. Direct Instruction
3. Cooperative Learning
4. Use Technology and Instructional Resources
5. Problem-based Learning
6. Individual Projects
7. Case Studies
8. Guided Instruction Using Tutorials