

Commercial Photography I Syllabus

Course Description/Goals:

Course provides foundations for photography and the basics of camera operation, including utilizing creative and manual camera modes, basic photo composition, and concepts for photography in multiple genres. Lighting techniques are explored in various settings. Students also learn basic retouching and editing via Adobe applications. Students gain knowledge beyond image capture with an exploration into photography history, copyright, and basic business practices.

Course TEKS/Objectives:

The Arts, Audio Visual Technology, and Communications Career Cluster focuses on careers in designing, producing, exhibiting, performing, writing, and publishing multimedia content including visual and performing arts and design, journalism, and entertainment services.

<https://tea.texas.gov/about-tea/laws-and-rules/sboe-rules-tac/sboe-tac-currently-in-effect/ch127e.pdf-0>

Course Outline:

Semester 1	Semester 2
<ul style="list-style-type: none">● Basics of composition● Basics of camera equipment● Basics of lighting● Basics of Exposure Triangle● Use of photo editing software (e.g., Lightroom, Photoshop)	<ul style="list-style-type: none">● Basics of Yearbook● Basics of Fair Use/Copyright● Basics of layouts● Basics in graphics● Basics of portfolios