



BROOMFIELD MULTIMEDIA

The multimedia pathway that includes commercial photography and digital art classes, gives high school students immediate career readiness in one of the fastest-growing creative industries. Students graduate with a portfolio, industry standard software skills, professional industry certifications and real work experience through client projects and internships.

COURSE PROGRESSION (Y=YEARLONG, S=SEMESTER)

YEAR 1

Commercial Photography I
(S/Y)
Digital Art & Design 1 (S)/Digital Art & Design 2
(S)

YEAR 2

Commercial Photography II
(S)
Digital Art & Design 3
(S)

COURSE INFORMATION

COMMERCIAL PHOTOGRAPHY I (SEMESTER 1)

This photography course focuses on studio-based photography. Students will learn basic DSLR camera operations, framing and the art of styling and lighting for professional photo shoots. Projects will include various print advertisements and studio work. Students will learn about careers related to commercial photography and the postsecondary programs and requirements within Colorado. Some examples of jobs in this area are photographer, graphic designer and stylist. Students will complete a number of projects and design pieces to be added to personal portfolios.

Industry Certification: Adobe Photoshop

COMMERCIAL PHOTOGRAPHY I (SEMESTER 2)

Course emphasizes the needs of commercial photographers with regard to technical expertise, creativity, and professional equipment. Technical aspects include film to digital transfer, lighting, digital image manipulation, alternative processes, large format camera work and stock photography. Creative exploration of subject matter, lighting, color theory and other psychological characteristics in the development of images are studied. A variety of photographic equipment is utilized for the studio and on location. Students are expected to create a portfolio of work for both print and electronic formats.

Industry Certification: Adobe Photoshop



ACCELERATE
BOULDER VALLEY SCHOOL DISTRICT

COURSE INFORMATION (CONT.)

COMMERCIAL PHOTOGRAPHY II (SEMESTER 3)

This course is a continuation of advanced photography techniques and is designed for students who have moved on to a concentration in the high-end capabilities of Photography. It focuses on digital photography in terms of design and communication factors, including color, visual design, lighting, graphics, and aesthetics. In this course Adobe Photoshop and Lightroom (or equivalent software) are used for photo retouching, image selection, and manipulation techniques. Students in this course work towards earning an Adobe Photoshop Professional Certification. Students learn how to present themselves as professional photographers and build a portfolio of work showcasing their skills.

Industry Certification: Adobe Photoshop

DIGITAL ART AND DESIGN I

This introductory course deals with controlling computer technology to produce an artistic image. Students will learn computer illustration techniques, image manipulation, digital camera use, graphic design, 3D modeling, motion graphics, video & audio editing, art history, visual literacy and the principles and elements of art in composition.

Industry Certification: Adobe Photoshop

DIGITAL ART AND DESIGN 2

This course extends the fundamental concepts and skills of Digital Art and Design 1 of using computer technology to produce an artistic image. Students will further advance their computer illustration techniques, image manipulation, Blog design, digital camera use, graphic design knowledge, 3D modeling, motion graphics, video & audio editing, art history concepts, visual literacy and the principles and elements of art in composition.

Industry Certification: Adobe Illustrator

DIGITAL ART AND DESIGN 3

This course will be the natural progression of Digital Art and Design 1 & 2 as it continues the fundamental idea of using computer technology to produce an artistic image. Students will further advance their computer illustration techniques, image manipulation, digital camera use, and graphic design knowledge, 3D modeling, motion graphics, video & audio editing, art history concepts, visual literacy and the principles and elements of art in composition.

Industry Certification: Adobe Photoshop & Adobe Illustrator