

# MEDIA ARTS: PHOTO IMAGING 2-3 ACCOMPLISHED-ADVANCED

## ACADEMIC STANDARDS



**CATALINA FOOTHILLS SCHOOL DISTRICT**

Approved by Governing Board on June 27, 2017



## STANDARDS FOR MEDIA ARTS

### PHOTO IMAGING 2-3

Photo Imaging 2 builds on the skills developed in Photo Imaging 1. Emphasis is placed on further refinement of camera technique, studio lighting, and post-production editing. Students will be introduced to on-location lighting in this course. They will make higher order aesthetic choices and tap more consciously into the development of individual creativity. Students will continue to develop their ability to create conceptual work. Further exploration of historical figures, contemporary issues, and a deeper understanding of photographic materials and cameras are also integrated into the course. Post-production editing instruction is provided in Adobe Photoshop and Lightroom. Students are expected to photograph outside of class time.

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#### ROLE OF GRAPHIC DESIGN IN THE MEDIA INDUSTRY

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PH2-3.1.1 Conduct research on significant developments in the evolution of photography, including influential photographers. (Y2)

PH2-3.1.2 Describe how diversity (cultural, ethnic, multigenerational) and ethics affect the selection of projects and programs. (Y2, Y3)

PH2-3.1.3 Describe how ethics, hype, and content influence media products. (Y2)

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#### LEGAL AND ETHICAL PRACTICES

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PH2-3.2.1 Describe current legal issues in the field of photography. (Y2, Y3)

PH2-3.2.2 Apply required laws and regulations associated with the workplace (employment laws, laws and regulations unique to the industry). (Y2, Y3)

PH2-3.2.3 Examine intellectual property law and its ramifications. (Y2)

PH2-3.2.4 Explain the establishment of a trade name and trademark (Y2)

PH2-3.2.5 Explain fair use in relation to legal and regulatory considerations. (Y2, Y3)

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#### INDUSTRY SAFETY PROCEDURES

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PH2-3.3.1 Follow industry safety standards in the classroom and on location for personal safety and the safety of others (required: tripping hazards-cords, lighting-changing bulbs). (Y2, Y3)

PH2-3.3.2 Safely operate and perform care and maintenance (for example: calibrate monitors and printers) of equipment (including digital cameras) and related accessories. (Y2, Y3)

- compliancy procedures for OSHA (occupational safety and health administration), warning labels, and MSDS (material safety data sheets) safety regulations

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## **BUSINESS PRACTICES**

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- PH2-3.4.1 Explain factors to be considered in launching a business in photography. (Y2)
- understand marketing and branding techniques for a small business: creating logos, stationary, websites, and pricing
- PH2-3.4.2 Explain and compare key factors (for example: advertising, using feedback from clients about business practices) that contribute to the success of a photography business and freelance/contract photographers. (Y2, Y3)
- PH2-3.4.3 Examine how the relationship among marketing, sales, and production affects profitability. (Y3)
- PH2-3.4.4 Describe how production processes and cycles affect the field of photography. (Y2)
- PH2-3.4.5 Evaluate estimates, bids, or proposals for commercial jobs. (Y3)
- determine costing projections for various projects, including the most important cost factor(s)
  - describe billing and invoice processes (for example: payment methods - PayPal, Square)
- PH2-3.4.6 Assess customer satisfaction (for example: anonymous survey). (Y2, Y3)

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## **CREATING (Conceive – Develop)**

### **Conceiving and developing new artistic ideas and work**

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- MA.Cr1.1.PH2-3 Strategically utilize multiple approaches (for example: conduct formal and informal research to collect information) to generate ideas, develop artistic goals, and problem solve in media arts creation processes for photography. (Y2, Y3)
- identify purpose, content, and target audience
  - analyze the psychology and theory of color in images to increase visual literacy
- MA.Cr2.1.PH2-3 Apply a personal aesthetic in designing, testing, and refining original artistic ideas, prototypes, and production strategies for photography. (Y3)
- consider artistic intentions, constraints of resources, target audience and presentation context
  - apply knowledge of design principles, elements, composition, and color relationships to designs
- MA.Cr2.2.PH2-3 Determine lighting conditions (natural, artificial) for portraits (individual, small group) and products (still life). (Y2, Y3)
- explain and implement lighting set-ups using (Rembrandt, split, paramount, loop, rim, butterfly, broad, short, and 3-point lighting)

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## **CREATING (Construct)**

### **Conceiving and developing new artistic ideas and work**

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- MA.Cr3.1.PH2-3 Synthesize content, processes, and components to express compelling purpose, story, emotion, or ideas in complex photographs. (Y2, Y3)
- MA.Cr3.2.PH2-3 Intentionally and consistently refine and elaborate elements and components to form impactful expressions in photography, directed at specific purposes, audiences, and contexts. (Y2, Y3)

MA.Cr3.3.PH2-3 Combine various arts, media arts forms and academic content into unified photography productions that retain artistic fidelity across all platforms. (Y2)

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**PRODUCING (Integrate – Practice)**  
**Realizing and presenting artistic ideas and work**

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MA.Pr1.1.PH2-3 Integrate various arts, media arts forms, and academic content into unified photography productions that retain thematic integrity and stylistic continuity. (Y2)

MA.Pr2.1.PH2-3 Demonstrate effective command of artistic, design, technical and soft skills (for example: collaboration, communication) in managing and producing photography artworks. (Y3)

MA.Pr2.2.PH2-3 Demonstrate effective ability to use creativity and innovative thinking to address sophisticated challenges within and through photographic design. (Y2, Y3)

MA.Pr2.3.PH2-3 Demonstrate the skillful adaptation and combination of tools, styles, techniques, and interactivity to achieve specific expressive goals in the production of a variety of photography artworks. (Y2, Y3)

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**PRODUCING (Present)**  
**Realizing and presenting artistic ideas and work**

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MA.Pr3.1.PH2-3 Curate and design the presentation and distribution of collections of photography through a variety of contexts, considering formats, and audiences. (Y2, Y3)

MA.Pr3.2.PH1 Evaluate and implement improvements in presenting photography, considering personal, local, and social impacts such as changes that occurred for people, or to a situation. (Y2, Y3)

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**RESPONDING (Perceive – Interpret – Evaluate)**  
**Understanding and evaluating how the arts convey meaning**

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MA.Re1.1.PH2-3 Analyze and synthesize the qualities of and relationships of the components in a variety of photography artworks, and feedback on how they impact the audience. (Y2, Y3)

MA.Re1.2.PH2-3 Analyze how a broad range of photography artworks manage audience experience, and create intention and persuasion through multimodal perception. (Y2, Y3)

MA.Re2.1.PH2-3 Analyze the intent, meanings, and influence of a variety of photography artworks, based on personal, societal, historical, and cultural contexts. (Y3)

MA.Re3.1.PH1 Form and apply defensible evaluations in the constructive and systematic critique of photography artworks and production processes. (Y2, Y3)

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**CONNECTING (Synthesize – Relate)**  
**Relating artistic ideas and work with personal meaning and external context.**

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MA.Cn1.1.PH2-3 Synthesize internal and external resources to enhance the creation of persuasive media artworks, such as cultural connections, introspection, research, and exemplary works. (Y2, Y3)

MA.Cn1.2.PH2-3 Explain and demonstrate the use of photography artworks to synthesize new meaning and knowledge, and reflect and form cultural experiences, such as new connections between themes and ideas, local and global networks, and personal influence. Y2, Y3

MA.Cn2.1.PH2-3 Examine in depth and demonstrate the relationships of photography ideas and works to various contexts, purposes, and values, such as markets, systems, propaganda, and truth. (Y3)

MA.Cn2.2.PH2-3 Critically investigate and ethically interact with legal, technological, systemic, and vocational contexts of media arts, considering ethics, media literacy, digital identity, and artist/audience interactivity. (Y3)

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## **PROFESSIONALISM (WORKPLACE EMPLOYABILITY)**

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PH2-3.5.1 Demonstrate professionalism in the workplace (being on time, proper dress, courteousness).

PH2-3.5.2 Represent the school [or organization] in a positive manner, demonstrating the school's [or organization's] mission and core values.

PH2-3.5.3 Demonstrate respect for personal and professional boundaries (distinguish between personal and work-related matters).

PH2-3.5.4 Interact respectfully with others; act with integrity.

PH2-3.5.5 Produce high quality work that reflect professional pride and contributes to organizational success.

PH2-3.5.6 Take initiative to develop skills and improve work performance.

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## **COMMUNICATION (WORKPLACE EMPLOYABILITY)**

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PH2-3.6.1 Communicate effectively in preparation for a diverse work environment (required: style, format, and medium appropriate to audience/culture/generation, purpose and context; accuracy; use of appropriate technical/industry language; to resolve conflicts; address intergenerational differences/challenges; persuade others).

PH2-3.6.2 Use documentation (for example: itineraries and schedules) to plan and meet client needs.

PH2-3.6.3 Use appropriate technologies and social media to enhance or clarify communication.

PH2-3.6.4 Use a variety of interpersonal skills, including tone of voice and appropriate physical gestures (for example: eye contact, facing the speaker, active listening) during conversations and discussions to build positive rapport with others.

PH2-3.6.5 Pose and respond to questions, building upon others' ideas in order to enhance the discussion; clarify, verify, or challenge ideas and conclusions with diplomacy.

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## **SELF-REGULATION (WORKPLACE EMPLOYABILITY)**

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PH2-3.7.1 Apply the skills and mindset of self-regulation to accomplish a project.

PH2-3.7.2 Select and use appropriate technologies to increase productivity.

PH2-3.7.3 Exercise initiative and leadership (for example: recognize and engage individual strengths, plan for unanticipated changes, pursue solutions/improvements).

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### **CRITICAL THINKING AND PROBLEM SOLVING (WORKPLACE EMPLOYABILITY)**

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PH2-3.8.1 Identify problems and use strategies and resources to innovate and/or devise plausible solutions.

PH2-3.8.2 Take action or make decisions supported by evidence and reasoning.

PH2-3.8.3 Transfer knowledge/skills from one situation/context to another.

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### **COLLABORATION (WORKPLACE EMPLOYABILITY)**

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PH2-3.9.1 Take responsibility for any role on a team and accurately describe and perform the duties of each role, including leadership.

PH2-3.9.2 Integrate diverse ideas, opinions, and perspectives of the team and negotiate to reach workable solutions.

PH2-3.9.3 Prioritize and monitor individual and team progress toward goals, making sufficient corrections and adjustments when needed.

PH2-3.9.4 Submit high-quality products that meet the specifications for the assigned task.

