

Commercial Photography Program Standards Criticality Survey 2016

1. Personal Qualities and People Skills				
Answer Choices	Nice to Know	Need to Know	Critical to Know	Rating Average
Demonstrate a positive work ethic by coming to work every day on time, a willingness to take direction, and motivation to accomplish the task at hand.	1	2	18	2.81
Demonstrate integrity by abiding by workplace policies and laws and demonstrating honesty and reliability.	0	1	19	2.95
Demonstrate teamwork skills by contributing to the success of the team, assisting others, and requesting help when needed.	0	7	13	2.65
Demonstrate positive self-representation skills by dressing appropriately and using language and manners suitable for the workplace.	1	6	12	2.58
Demonstrate diversity awareness by working well with all customers and co-workers.	0	7	12	2.63
Demonstrate conflict-resolution skills by negotiating diplomatic solutions to interpersonal and workplace issues.	1	11	7	2.32
Demonstrate creativity and resourcefulness by contributing new ideas and working with initiative.	1	10	8	2.37
Answered				21
Skipped				0

2. Professional Knowledge and Skills				
Answer Choices	Nice to Know	Need to Know	Critical to Know	Rating Average
Demonstrate effective speaking and listening skills by communicating effectively with customers and employees and following directions.	2	5	10	2.47
Demonstrate effective reading and writing skills by reading and interpreting workplace documents and writing clearly.	2	8	8	2.33
Demonstrate critical-thinking and problem-solving skills by analyzing and resolving problems that arise in completing assigned tasks.	0	12	6	2.33
Demonstrate healthy behaviors and safety skills by following safety guidelines and managing personal health.	0	13	5	2.28
Demonstrate understanding of workplace organizations, systems, and climates by identifying "big picture" issues and fulfilling the mission of the workplace.	4	8	6	2.11
Demonstrate lifelong-learning skills by continually acquiring new industry-related information and improving professional skills.	0	7	11	2.61
Demonstrate job acquisition and advancement skills by preparing to apply for a job and seeking promotion.	5	8	4	1.94
Demonstrate time, task, and resource management skills by organizing and implementing a productive plan of work.	1	11	6	2.28
Demonstrate mathematical skills by using mathematical reasoning to accomplish tasks.	7	9	2	1.72
Demonstrate customer service skills by identifying and addressing the needs of all customers and providing helpful, courteous, and knowledgeable service.	1	8	9	2.44
Answered				18
Skipped				3

3. Technology Knowledge and Skills				
Answer Choices	Nice to Know	Need to Know	Critical to Know	Rating Average
Demonstrate proficiency with job-specific technologies by selecting and safely using technological resources to accomplish work responsibilities in a productive manner.	0	6	12	2.67
Demonstrate proficiency with information technology by using computers, file management techniques, and software/programs effectively.	1	4	13	2.67
Demonstrate proper Internet use and security by using the Internet appropriately for work.	0	11	7	2.39
Demonstrate proficiency with telecommunications by selecting and using appropriate devices, services, and applications.	2	11	5	2.17
Answered				18
Skipped				3

CONTENT STANDARD 1.0: HISTORY, EVOLUTION, AND CURRENT TRENDS OF TECHNOLOGY				
Performance Standard 1.1: The Role and Development of Photography in Past/Present Cultures and Current Trends				
Answer Choices	Nice to Know	Need to Know	Critical to Know	Rating Average
1.1.1 Write a critique of a well-known photograph or photographer.	10	8	2	1.60
1.1.2 Describe the significance of influential historical photographers.	8	9	3	1.75
1.1.3 Research significant developments, advancements and current trends in the evolution of photography.	4	11	5	2.05
1.1.4 Identify key people and major developments involved in the advancement of digital imaging technology.	12	7	1	1.45
1.1.5 Compare characteristics of photography, within a particular historical period, including the following: style, ideas, issues, or themes in the humanities or sciences.	9	9	2	1.65
Answered				20
Skipped				1

CONTENT STANDARD 2.0: LEGAL AND ETHICAL ISSUES RELATED TO PHOTOGRAPHY				
Performance Standard 2.1: Legal and Ethical Photographic Practices				
Answer Choices	Nice to Know	Need to Know	Critical to Know	Rating Average
2.1.1 Describe a photographer's legal rights and responsibilities.	0	3	17	2.85
2.1.2 Explain and practice the proper use of release forms.	0	5	15	2.75
2.1.3 Explain libel, privacy, and copyright laws as they apply to photography.	0	5	15	2.75
2.1.4 Describe ethics related to issues of privacy.	0	5	15	2.75
2.1.5 Practice ethical and legal use of social media and online platforms.	0	5	15	2.75
2.1.6 Debate the concept of censorship.	4	15	1	1.85
2.1.7 Describe ethical issues related to image manipulation.	1	10	9	2.40
2.1.8 Debate the 'fair-use' law.	1	14	5	2.20
2.1.9 Understand the management of metadata.	3	12	5	2.10
Answered				20
Skipped				1

CONTENT STANDARD 3.0: ELEMENTS AND PRINCIPLES OF DESIGN COMPOSITION AND CONTENT				
Performance Standard 3.1: Elements of Design				
Answer Choices	Nice to Know	Need to Know	Critical to Know	Rating Average
3.1.1 Identify the applications of color, line, shape, texture, form, space, and value in photographs.	1	6	13	2.60
3.1.2 Analyze the use of color, line, shape, texture, form, space, and value in photographs.	1	8	11	2.50
3.1.3 Incorporate color, line, shape, texture, form, space, and value in photographs.	0	9	11	2.55
Answered				20
Skipped				1

Performance Standard 3.2: Principles of Design				
Answer Choices	Nice to Know	Need to Know	Critical to Know	Rating Average
3.2.1 Identify the principals of design in photographs (e.g., balance, contrast, rhythm, repetition, movement, variety, emphasis, unity, etc.)	0	8	12	2.60
3.2.2 Analyze the principals of design in photographs (e.g., balance, contrast, rhythm, repetition, movement, variety, emphasis, unity etc.)	0	11	9	2.45
3.2.3 Incorporate principles of design in photographs (e.g., balance, contrast, rhythm, repetition, movement, variety, emphasis, unity etc.)	0	7	12	2.63
			Answered	20
			Skipped	1

Performance Standard 3.3: Guidelines for Composition and Narrative				
Answer Choices	Nice to Know	Need to Know	Critical to Know	Rating Average
3.3.1 Identify and apply guidelines for composition (e.g. simplicity, rule of thirds, point of view, focal point, proportion/scale, framing, etc.)	0	8	11	2.58
3.3.2 Use critical thinking skills to describe, interpret, analyze, and make judgments about composition.	0	6	13	2.68
			Answered	19
			Skipped	2

Performance Standard 3.4: Communicate a Narrative				
Answer Choices	Nice to Know	Need to Know	Critical to Know	Rating Average
3.4.1 Communicate a specific idea or narrative through a photographic imagery.	1	8	10	2.47
			Answered	19
			Skipped	2

CONTENT STANDARD 4.0: CAMERAS AND LENSES				
Performance Standard 4.1: Cameras				
Answer Choices	Nice to Know	Need to Know	Critical to Know	Rating Average
4.1.1 Explain various kinds of cameras (e.g., pinhole, view camera, point-and-shoot, single-lens, reflex, etc.)	5	15	0	1.75
4.1.2 Compare and contrast the advantages and disadvantages of various camera types.	9	11	0	1.55
4.1.3 Describe camera controls, lenses, accessories, and their functions.	1	8	11	2.50
4.1.4 Demonstrate the proper handling of a digital camera.	0	8	12	2.60
4.1.5 Navigate menus of digital cameras	2	7	10	2.42
Answered				20
Skipped				1

Performance Standard 4.2: Lenses				
Answer Choices	Nice to Know	Need to Know	Critical to Know	Rating Average
4.2.1 Define focal length and its effect on image composition.	1	6	13	2.60
4.2.2 Compare and contrast the relationship between focal length and shutter speed for handheld versus monopod/tripod based photography.	2	4	14	2.60
4.2.3 Explain the disadvantage of using a digital zoom feature.	3	9	8	2.25
4.2.4 Demonstrate correct lens care.	1	10	9	2.40
4.2.5 Explain the need to consider the conversion factor when using a standard lens on a digital body.	3	12	5	2.10
4.2.6 Demonstrate the uses of various types of lenses for different shooting situations.	1	9	10	2.45
4.2.7 Describe lens filters and their uses.	4	12	4	2.00
Answered				20
Skipped				1

CONTENT STANDARD 5.0: EXPOSURE SETTINGS TO ACHIEVE DESIRED EFFECTS				
Performance Standard 5.1: Proper Exposure Settings				
Answer Choices	Nice to Know	Need to Know	Critical to Know	Rating Average
5.1.1 Describe and utilize the basic elements of exposure (e.g. ISO, aperture, and shutter speed).	0	1	18	2.95
5.1.2 Accurately read, apply, and explain a histogram.	2	8	9	2.37
5.1.3 Demonstrate how to bracket exposures.	5	8	6	2.05
5.1.4 Calculate exposure equivalents.	3	13	3	2.00
5.1.5 Utilize appropriate shutter speed to create panned, blurred, and stop action photos.	0	7	12	2.63
5.1.6 Apply the appropriate aperture setting for deep or shallow depth of field.	0	4	15	2.79
5.1.7 List the factors that affect depth of field.	0	8	11	2.58
5.1.8 Explain how the environment can mislead the camera meter.	0	9	10	2.53
5.1.9 Experiment with aperture and shutter speed as creative controls to capture an image in a variety of ways.	1	9	9	2.42
5.1.10 Identify and apply various metering modes.	1	13	5	2.21
Answered				19
Skipped				2

CONTENT STANDARD 6.0: LIGHT SOURCES				
Performance Standard 6.1: Properties of Color and Quality of Light				
Answer Choices	Nice to Know	Need to Know	Critical to Know	Rating Average
6.1.1 Describe the difference between the additive and subtractive color systems.	3	13	3	2.00
6.1.2 Explain the importance of the color temperature of light to the appearance of colors in an image.	0	9	10	2.53
6.1.3 Explore various color spaces.	3	12	4	2.05
6.1.4 Set white balance to match light source.	1	4	14	2.68
Answered				19
Skipped				2

Performance Standard 6.2: Ambient Lighting Techniques				
Answer Choices	Nice to Know	Need to Know	Critical to Know	Rating Average
6.2.1 Create photographs using direct, indirect, reflective, and diffused ambient light.	0	8	12	2.60
6.2.2 Manipulate and control existing light with light modifiers.	1	10	9	2.40
6.2.3 Demonstrate knowledge of how environmental conditions affect the quality of light and its effects on the subject.	1	8	11	2.50
Answered				20
Skipped				1

Performance Standard 6.3: Utilize Artificial Light				
Answer Choices	Nice to Know	Need to Know	Critical to Know	Rating Average
6.3.1. Explore traditional studio portrait lighting set-ups (e.g., split, loop, Rembrandt, butterfly/Paramount, short, board).	0	13	7	2.35
6.3.2. Adjust lights to achieve specific lighting ratios.	4	11	5	2.05
6.3.3. Demonstrate proper use of a handheld light meter.	5	11	4	1.95
6.3.4. Utilize light modifiers to adjust the quality of light.	1	13	6	2.25
6.3.5. Explain and utilize correct sync speed.	0	13	7	2.35
6.3.6. Demonstrate the proper use of on or off-camera flash.	0	15	5	2.25
Answered				20
Skipped				1

Performance Standard 6.4: Safe Use of Photographic Materials and Equipment				
Answer Choices	Nice to Know	Need to Know	Critical to Know	Rating Average
6.4.1. Recognize and implement safety protocols.	2	6	11	2.47
6.4.2. Demonstrate proper use of electrical cords and equipment.	2	5	12	2.53
6.4.3. Discuss safety measures needed during a photo shoot.	2	6	11	2.47
Answered				19
Skipped				2

CONTENT STANDARD 7.0: DIGITAL WORKFLOW PROCESS				
Performance Standard 7.1: Digital Asset Input and Management				
Answer Choices	Nice to Know	Need to Know	Critical to Know	Rating Average
7.1.1. Compare and contrast various file formats.	1	10	8	2.37
7.1.2. Determine correct file format and resolution for intended output.	1	7	11	2.53
7.1.3. Utilize file management and naming conventions to organize images.	2	11	6	2.21
7.1.4. Compare and contrast various media storage types (e.g., memory cards, flash drives, external hard drives, cloud, etc.)	1	15	3	2.11
7.1.5. Explore various input equipment such as scanners, mobile devices, etc.	6	13	0	1.68
7.1.6. Describe file search procedures to locate files.	2	12	5	2.16
7.1.7. Apply key wording conventions to images during import.	6	7	6	2.00
7.1.8. Explain the benefits of batch processing.	5	12	2	1.84
Answered				19
Skipped				2

Performance Standard 7.2: Editing techniques				
Answer Choices	Nice to Know	Need to Know	Critical to Know	Rating Average
7.2.1. Demonstrate understanding of global and local image enhancements using digital imaging software.	0	11	8	2.42
7.2.2. Demonstrate nondestructive editing techniques using digital imaging software.	0	8	11	2.58
7.2.3. Demonstrate digital manipulation (e.g., layers, layer mask, etc.)	2	8	9	2.37
7.2.4. Demonstrate image sizing, cropping, orientation, and resolution adjustment.	0	7	12	2.63
7.2.5. Apply image adjustments (e.g., levels, curves, contrast).	0	8	11	2.58
7.2.6. Explore restoration and retouching techniques.	8	7	4	1.79
7.2.7. Explore the importance of monitor and printer color management.	0	10	9	2.47
Answered				19
Skipped				2

Performance Standard 7.3: Effective Output Techniques				
Answer Choices	Nice to Know	Need to Know	Critical to Know	Rating Average
7.3.1. Save edited or modified digital images onto selected storage devices.	0	11	8	2.42
7.3.2. Determine appropriate resolution for intended output.	0	9	10	2.53
7.3.3. Describe and utilize appropriate secure backup procedures.	2	8	9	2.37
7.3.4. Utilize appropriate printer profiles (e.g., paper type, size, quality, color management).	3	10	6	2.16
7.3.5. Evaluate print quality and basic troubleshooting.	3	9	7	2.21
Answered				19
Skipped				2

CONTENT STANDARD 8.0: PRESENTATION TECHNIQUES AND PORTFOLIO DEVELOPMENT				
Performance Standard 8.1: Demonstrate Knowledge in Displaying Printed Images				
Answer Choices	Nice to Know	Need to Know	Critical to Know	Rating Average
8.1.1. Critique work with constructive criticism.	2	12	5	2.16
8.1.2. Select work and present appropriately for display or exhibition.	3	12	4	2.05
8.1.3. Identify and demonstrate photographic presentation techniques.	3	14	2	1.95
8.1.4. Explore archival preservation of printed images.	8	9	2	1.68
Answered				19
Skipped				2

Performance Standard 8.2: Create a Physical and Digital Portfolio				
Answer Choices	Nice to Know	Need to Know	Critical to Know	Rating Average
8.2.1 Select quality work and justify choice of specific images.	1	11	7	2.32
8.2.2 Create a professional digital and print portfolio for job or college placement.	4	7	8	2.21
8.2.3 Organize, maintain, and update portfolio for specific a specific presentation.	5	6	8	2.16
8.2.4. Demonstrate proper use of materials and equipment necessary to create a presentation.	2	13	4	2.11
Answered				19
Skipped				2