# Photo Imaging Course No. 30105 Credit: 0.5

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| **Student name:** |  | **Graduation Date:** |  |

Pathways and CIP Codes: **Media Design and Communications (11.0801)**

Course Description: **Technical Level:** Photo Imaging teaches the technical skills needed to produce quality images for use in a variety of applications. Topics include use of equipment, software, and technical and creative aspects of capturing, editing, and presenting images including the use of artificial intelligence. The course integrates hands-on activities, critical thinking, problem-solving skills to develop students into

proficient and imaginative photographers.

Directions:The following competencies are required for full approval of this course. Check the appropriate number to indicate the level of competency reached for learner evaluation.

**RATING SCALE:**

4. Exemplary Achievement: Student possesses outstanding knowledge, skills or professional attitude.

3. Proficient Achievement:Student demonstrates good knowledge, skills or professional attitude. Requires limited supervision.

2. Limited Achievement:Student demonstrates fragmented knowledge, skills or professional attitude. Requires close supervision.

1. Inadequate Achievement:Student lacks knowledge, skills or professional attitude.

0. No Instruction/Training:Student has not received instruction or training in this area.

## Benchmark 1: Analyze photography as a career path.

### Competencies

| **#** | **DESCRIPTION** | **RATING** |
| --- | --- | --- |
| 1.1 | Highlight a career foundational in photography. (i.e.: content creator, advertising photographer, commercial photographer, photojournalist, etc. Include specializations of aerial, architectural, food, landscape, portraiture, sports, and wildlife. |  |
| 1.2 | Select and analyze storytelling images that utilize strong elements of compositions and complement story content. |  |
| 1.3 | Explain how photography, photographic images and generative Al has impacted society through history. |  |

## Benchmark 2: Demonstrate technical skills

### Competencies

| **#** | **DESCRIPTION** | **RATING** |
| --- | --- | --- |
| 2.1 | Identify the different types of camera equipment, hardware and software used by professionals. |  |
| 2.2 | Demonstrate the ability to select and appropriate equipment for a specific photographic assignment (i.e. lighting, light modifiers, lenses and props). |  |
| 2.3 | Explain the operation of different cameras (including features and uses). (i.e. DSLR, mirrorless cameras, smartphones etc). |  |
| 2.4 | Demonstrate an understanding of aperture, shutter speed, white balance, ISO and depth of field. |  |
| 2.5 | Understand how different lenses and focal lengths affect photographs, including but not limited to standard, zoom, prime, telephoto, fisheye and wide angle lenses. |  |
| 2.6 | Explore industry standard photo editing tools. |  |
| 2.9 | Apply principles of composition to improve capturing technique: Leading Lines, Formal/Informal Symmetry, Rule ofThirds, The Golden Ratio, Depth of Field, Repetition, Color Contrast. |  |
| 2.10 | Understand and correctly resize an image for a variety of media including but not limited to correct resolution for print, web and display options. |  |
| 2.11 | Utilizing image editing software, perform basic photo retouching and enhancements, layers, masks, level adjustments, low key, and silhouette while maintaining the integrity of the original image. |  |
| 2.12 | Understand the differences between the uses of photo file types, including but not limited to, JPG, TIF, RAW, PNG., HEIC. |  |
| 2.13 | Critique photographic work (including an analysis of technique, content, composition and the ability to convey message or tell a story). |  |
| 2.14 | Create a portfolio of graphic design projects that shows growth over time, add class artifacts to the {IPS) Individual Plan of Study electronic portfolio. |  |

## Benchmark 3: Ethical and law

### Competencies

| **#** | **DESCRIPTION** | **RATING** |
| --- | --- | --- |
| 3.1 | Demonstrate an understanding to the ethical and legal issues associated with photography, including invasion of privacy, copyright law, use of generative Al, and the National Press Photographers Association's code of ethics. |  |
| 3.2 | Define freedom of the press and the photographer's rights and responsibilities. |  |
| 3.3 | Identify and adhere to fair use principles. |  |

I certify that the student has received training in the areas indicated.

Instructor Signature:

For more information, contact:

CTE Pathways Help Desk

(785) 296-4908

[pathwayshelpdesk@ksde.org](mailto:pathwayshelpdesk@ksde.org)



900 S.W. Jackson Street, Suite 102

Topeka, Kansas 66612-1212

[https://www.ksde.org](https://www.ksde.org/)

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