


Focus Area Level Report

Including Knowledge and Skills, and Performance Indicators



 Career Area: Arts, Information and Communications

 Cluster: Visual and Media Arts

 Focus Area: **Photography**

Industry-based knowledge and skill Skill Type

VMZE01.01 Understand the history and evolution of photography.

Performance Indicators Delivery Level

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| VMZE01.01.01.00 | Demonstrate knowledge of photographers who have made an impact on the shaping of images that influenced history and culture. |
| VMZE01.01.01.01 | Demonstrate knowledge of photography and its role in art movements. |
| VMZE01.01.01.02 | Demonstrate knowledge of approaches and trends in photography. |
| VMZE01.01.01.03 | Demonstrate knowledge of the changing technology in photography. |

Industry-based knowledge and skill Skill Type

VMZE02.01 Understand and use the elements and principles of photography.

Performance Indicators Delivery Level

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| VMZE02.01.01.00 | Understand the theory of light and optical principles. |
| VMZE02.01.01.01 | Understand the characteristics of light. |
| VMZE02.01.01.02 | Understand color temperature and color relationships. |
| VMZE02.01.01.03 | Demonstrate the ability to apply knowledge of light in basic photography. |
| VMZE02.01.02.00 | Understand the principle of lenses. |
| VMZE02.01.02.01 | Understand characteristics of lenses. |
| VMZE02.01.02.02 | Demonstrate the ability to apply knowledge of lenses in basic photography. |
| VMZE02.01.03.00 | Use of the elements of art (e.g., color, line, form, shape, space, texture, value) in photography. |
| VMZE02.01.04.00 | Understand and employ principles of design and composition. |
| VMZE02.01.05.00 | Demonstrate knowledge of light-sensitive material and photographic filters. |

Industry-based knowledge and skill Skill Type

VMZE03.01 Understand and demonstrate the use of printing processes.

Performance Indicators Delivery Level

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|-----------------|---|
| VMZE03.01.01.00 | Understand chemical mixing rules. |
| VMZE03.01.01.01 | Prepare photographic solutions. |
| VMZE03.01.01.02 | Employ chemical safety and use Material Safety Data Sheets (MSDS) |
| VMZE03.01.02.00 | Demonstrate knowledge of image processing and control. |
| VMZE03.01.03.00 | Demonstrate knowledge of black and white printing. |
| VMZE03.01.04.00 | Demonstrate knowledge of color printing. |
| VMZE03.01.05.00 | Demonstrate use of photographic finishing and mounting. |

Industry-based knowledge and skill Skill Type

VMZE04.01 Understand and demonstrate the use of photographic processes.

Performance Indicators Delivery Level

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| VMZE04.01.01.00 | Demonstrate basic photographic techniques including center of interest, subject placement, perspective, and balance. |
| VMZE04.01.02.00 | Understand and apply basic principles of shutter speed, aperture, metering, optics lighting and digital capture. |
| VMZE04.01.03.00 | Understand various options available to images including digital compression, color management, and output options. |
| VMZE04.01.04.00 | Use techniques and compositions to bring life to inanimate objects. |
| VMZE04.01.05.00 | Understand the process of creating memorable images. |

Industry-based knowledge and skill Skill Type

VMZE05.01 Understand and use software that supports photography.

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Performance Indicators

Delivery Level

- VMZE05.01.01.00 Understand the fundamentals of professional software applications from a photographer's point of view.
- VMZE05.01.02.00 Use image presentation software to manage images and create promotional pieces.
- VMZE05.01.03.00 Produce a variety of digital images using computer software.

Industry-based knowledge and skill

Skill Type

VMZE06.01 Demonstrate the use of photography equipment.

Performance Indicators

Delivery Level

- VMZE06.01.01.00 Demonstrate the use of still cameras and controls.
- VMZE06.01.02.00 Demonstrate the use of motion media equipment.
- VMZE06.01.03.00 Demonstrate the use of various lenses.
- VMZE06.01.04.00 Demonstrate the use of lighting equipment and devices.
- VMZE06.01.05.00 Demonstrate the use of darkroom equipment.

Industry-based knowledge and skill

Skill Type

VMZE07.01 Understand and demonstrate use of lighting in photography.

Performance Indicators

Delivery Level

- VMZE07.01.01.00 Demonstrate the use of natural light in photography.
- VMZE07.01.02.00 Understand and use studio lights and accessories.
- VMZE07.01.02.01 Understand and use portrait lighting.
- VMZE07.01.02.02 Understand lighting direction and ratio.
- VMZE07.01.03.00 Understand and use reflected-light method and brightness range method.

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