

# DIGITAL PHOTOGRAPHY 10.0200.50

## Program Description, Industry Credential, Coherent Sequence, and Teacher Certification

### PROGRAM DESCRIPTION

The **Digital Photography** instructional program prepares students to use technical expertise, creativity, and composition skills to produce and preserve images that communicate information, convey ideas, moods and feelings, tell a story, or record an event. Students who successfully complete the **Digital Photography** program's coherent sequence of instruction will develop an in-depth understanding of the operation and maintenance of professional-grade digital cameras and specialized photographic equipment; natural, on-camera, off-camera, and modified lighting; image composition; and the use of computers and specialized software to record, enhance, and manipulate digital images. **Digital Photography** students will explore the history and societal and economic impact of the digital photography industry and will examine legal and ethical considerations and business best practices unique to digital photography and related industries. Throughout the **Digital Photography** instructional program, students learn and practice valuable real-world skills using professional-grade digital cameras and industry standard image editing software to create high-quality media products.

The **Digital Photography** Career and Technical Education program is delivered as a coherent sequence of courses designed to offer students knowledge and skills that meet the needs of the workplace. The Professional Skills developed by business and industry leaders across Arizona are integrated throughout the program. **Digital Photography** students develop leadership, social, civic, and career skills through participation in one of the state-recognized Career and Technical Student Organizations, SkillsUSA or FBLA (Future Business Leaders of America).

The **Digital Photography** instructional program prepares students for entry-level employment, further training, and/or post-secondary education for these and other occupations: Advertising Art Director, Advertising Photographer, Art Director, Commercial Photographer, Digital Marketer, Editorial Photographer, Event Photographer, Fashion Photographer, Fine Art Photographer, Food Photographer, Forensic Photographer, Freelance Photographer, Medical Photographer, Multimedia Specialist, Nature Photographer, Newspaper Photographer, Photo Editor, Photo Historian/Archivist, Photo Restorer/Retoucher, Photo Studio Owner/Operator, Photographer, Photojournalist, Portrait Photographer, Product Photographer, Real Estate Photographer, School Photographer, Scientific Photographer, Sports Photographer, Stock/Microstock Photographer, Travel Photographer, Web Content Manager, Wedding Photographer, and Wildlife Photographer

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### INDUSTRY CREDENTIALS

The following credentials have been approved for the A-F CCR and are CTED eligible for the **Digital Photography** instructional program:

- *Adobe Certified Associate (ACA) Creative Cloud – Video Design Specialist*
- *Adobe Certified Associate (ACA) Creative Cloud – Visual Design Specialist*
- *Adobe Certified Associate (ACA) Creative Cloud – Web Design Specialist*

### COHERENT SEQUENCE

10.0200.14– Digital Photography I, **and**

10.0200.50– Digital Photography II, **and program may elect to add:**

10.0200.55– Digital Photography III, **or**

10.0200.59– Digital Photography IV, **or**

10.0200.73– Digital Photography – DCE (Diversified Cooperative Education) **or**

10.0200.81 – Digital Photography – Internship, **or**

10.0200.87 – Digital Photography – Cooperative Education

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### TEACHER CERTIFICATION REQUIREMENTS

CAREER PREPARATION: The instructor must be ADE/CTE certified in one of the following Certificates, PCTIET, SCTIET, or SSCTEiet

Note:

- Digital Photography 10.0200.73 may be a part of the sequence and the teacher must hold a Cooperative Education Endorsement (CEN).
- Digital Photography 10.0200.81 is not required to have a Cooperative Education Endorsement (CEN).
- Digital Photography 10.0200.87 is required to have a Cooperative Education Endorsement (CEN).

### CERTIFICATE TYPES

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|-----------------|--|
| <b>PCTIET</b>   | Provisional Career and Technical Education Industrial and Emerging Technologies          |
| <b>SCTIET</b>   | Standard Career and Technical Education Industrial and Emerging Technologies             |
| <b>SSCTEiet</b> | Standard Specialized Career and Technical Education Industrial and Emerging Technologies |