

# Photography Blueprint

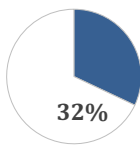
This Blueprint contains the subject matter content for the Career Essentials - Assessment.

**Note:** To fully prepare for the Photography SkillsUSA Championships contest, refer to the current year's SkillsUSA Championships Technical Standard, now included with your SkillsUSA Professional Membership. If you need help accessing this benefit, contact the SkillsUSA Customer Care Team at 844-875-4557 or [customercare@skillsusa.org](mailto:customercare@skillsusa.org).

## Standards and Competencies

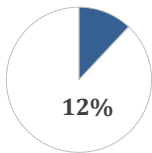
Competencies are weighted throughout the assessment. The percent shown is the weight of the competency. There are 50 questions per assessment.

### Apply and implement overall photographic knowledge through a multiple-choice written test



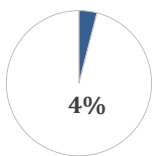
- Identify advancements in photographic history.
- Define a variety of camera functions.
- Explain studio lighting patterns and settings.
- Define a variety of digital photographic terms and terminologies.

### Apply the knowledge and skill needed to conduct a photographic field assignment and produce a contact sheet for judging



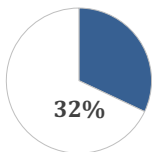
- Demonstrate technical proficiency in the areas of proper manual exposure and focus.
- Demonstrate artistic ability through use of standard rules of art and design including, but not limited to rule of thirds, balance, leading lines, worm's/bird's eye, etc.
- Demonstrate an ability to capture images that adhere to the theme of the assignment.
- Demonstrate the ability to format, edit and save the contact sheet using competition guidelines.

### Apply the artistic techniques to manipulate multiple images in a free-form conceptual assignment



- Demonstrate the ability to use various manipulative tools in Adobe Photoshop.
- Show an ability to adhere to competition guidelines by using the minimum number of chosen field assignment images for this assignment stated by the chairperson.
- Show a creative relationship between the elements used in the assignment.

### Apply the knowledge and skill needed to create a standard studio portrait or commercial image



- Show an understanding of proper lighting patterns on a subject's face in a head-and-shoulder portrait (e.g., split, Rembrandt, loop, butterfly, broad, short).
- Demonstrate the ability to professionally light and capture a product for use in a commercial ad.
- Demonstrate correct placement of main and fill lights.
- Demonstrate correct lighting ratios by the setting of main and fill lights (i.e., main light = f/8 and fill light = f/4).
- Demonstrate understanding of correct camera settings (e.g., white balance, ISO, aperture, shutter speed).
- Demonstrate the ability to correctly crop the image in-camera (e.g., head/product placement, horizontal/vertical).
- Demonstrate the ability to professionally pose a portrait subject.

- Demonstrate the ability to use creative compositional techniques in creating a commercial image.

**Demonstrate the ability to use a variety of tools and techniques in Adobe Photoshop**

- Apply the knowledge of manipulating a digital image through various techniques, including:
  - Change orientation of an image.
  - Change image size and/or crop.
  - Use selection tools.
  - Transform selections.
  - Create layer masks.
  - Use adjustment layers.
  - Make tonal adjustments.
  - Save and correctly name file.



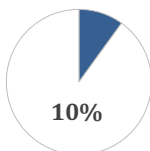
**Show the ability to identify common problems in the processing and printing of digital images**

- Apply knowledge of troubleshooting digital images by distinguishing between a series of images. Examples may include:
  - Identify over-exposure.
  - Identify blooming.
  - Identify aliasing.
  - Identify JPEG artifacts.
  - Identify noise.
  - Identify white balance incorrect setting.
  - Identify over-sharpening.
  - Identify color-fringing.
  - Identify posterization.
  - Identify under-exposure.
  - Identify camera shake.
  - Identify barrel distortion.
  - Identify halos.
  - Identify improper gamma.
  - Identify flash synch – too fast.
  - Identify oversaturation.
  - Identify perspective shift (keystoning).
  - Identify HDR (overdone).
  - Identify parallax.
  - Identify dirty sensor.
  - Identify clogged printer nozzle.
  - Identify lens vignetting.



**Apply the knowledge and skill to submit two portfolio prints that are consistent with the following criteria:**

- Meet required image size(s).
- Show ability to present all prints mounted to a black foam core board.
- Show ability to use black over mat on each print.
- Demonstrate technical proficiency through proper exposure, focus, etc.
- Show artistic ability through standard rules of art and design such as rule of thirds, leading lines, texture and positive-negative space.



**Demonstrate the knowledge skills necessary for a job interview**



- Present a resume for the interview.
- Present a digital or print portfolio of photographic work.
- Show an ability to communicate knowledge of photography.
- Demonstrate soft skills necessary for the workplace.

**COMMITTEE IDENTIFIED ACADEMIC SKILLS**

The SkillsUSA national technical committee has identified that the following academic skills are embedded in the Photography training program and assessment:

**Math Skills**

- Use fractions to solve practical problems.
- Use proportions and ratios to solve practical problems.
- Use scientific notation.
- Solve practical problems involving percentages.
- Apply transformations (rotate or turn, reflect or flip, translate or slide, and dilate or scale) to geometric figures.
- Make predictions using knowledge of probability.
- Make comparisons, predictions and inferences using graphs and charts.
- Solve problems using proportions, formulas and functions.

**Science Skills**

- Use knowledge of heat, light and sound energy.
- Use knowledge of nature and technological applications of light.

**Language Arts Skills**

- Provide information in conversations and in group discussions.
- Provide information for oral presentations.
- Demonstrate use of such verbal communication skills as word choice, pitch, feeling, tone and voice.
- Demonstrate use of such nonverbal communication skills as eye contact, posture and gestures using interviewing techniques to gain information.

**CONNECTIONS TO NATIONAL STANDARDS**

State-level academic curriculum specialists identified the following connections to national academic standards.

**Math Standards**

- Numbers and operations
- Geometry
- Measurement
- Problem solving
- Communication



## **Career Essentials: Assessments**

- Connections
- Representation

**Source:** *NCTM Principles and Standards for School Mathematics. For more information, visit:*  
[www.nctm.org](http://www.nctm.org).

### **Science Standards**

- Understands the structure and properties of matter
- Understands the sources and properties of energy
- Understands the nature of scientific inquiry

### **Language Arts Standards**

- Students use a variety of technological and information resources (e.g., libraries, databases, computer networks, video) to gather and synthesize information and to create and communicate knowledge.

**Source:** *IRA/NCTE Standards for the English Language Arts. To view the standards, visit:*  
[www.ncte.org/standards](http://www.ncte.org/standards).