



**Alabama
Department of
Postsecondary Education**

Representing the Alabama Community College System

STATEWIDE CAREER/TECHNICAL EDUCATION COURSE ARTICULATION REVIEW DOCUMENT

Articulation Agreement Identifier: VCM 145 (2009-1) Identifier is the postsecondary course prefix followed by Plan-of-Instruction version number (e.g.; INT 100 (2007-1)).

Applicable CIP code(s): 50.0401

Postsecondary course program code, number, and title: VCM 145 Introduction to Digital Photography

Secondary Education course(s) number and title: (440051) Introduction to Commercial Photography + (440052) Medium Format Photography

Initial Review: Feb 22, 2011 Annual DPE Review: February 9, 2012

Effective date: **Fall Semester 2011.**

Course Content Analysis (all postsecondary course objectives must be sufficiently addressed in the secondary courses):

Notes:

- 1 Skills and knowledge contained in the postsecondary course objectives must be present in the corresponding secondary objectives for a “match” to occur.**
- 2. Postsecondary and Secondary objectives must reflect similar content and performance levels before the course articulation agreement will be recommended to the TEDAC Oversight Committee.**
- 3. More than one Secondary course may be used in order to articulate to a Postsecondary course.**

Postsecondary Course Objectives	Secondary Course Objectives	TEDAC Comments
<p>Module A: The Digital Camera Professional Competency A1.0 Use digital cameras and associated hardware.</p> <p>Performance Objective A1.1 Properly operate a digital camera utilizing its physical properties and functions.</p> <p>Learning Objectives A1.1.1 Define various terms related to digital photography. A1.1.2 Explain why using a digital camera is advantageous. A1.1.3 Identify and describe the various physical properties of a digital camera. A1.1.4 Identify and describe the functions of a digital camera. A1.1.5 Describe the appropriate care and maintenance of a digital camera.</p>	<p>Introduction to Commercial Photography Unit 3 – Camera Operations and Controls Content Standard</p> <p>3. Demonstrate the use of a 35mm camera, including loading film, identifying basic camera controls, and adjusting shutter speed, focus, and film speed.</p> <p>Learning Objectives</p> <ol style="list-style-type: none"> 1. Describe the four common film formats. 2. Explain what a view camera is. 3. Compare a twin-lens reflex camera to a single-lens reflex camera. 4. Describe the function of the camera’s aperture. 5. Explain what film speed is and why it is important in selecting film. 6. Demonstrate through photos why shutter speed is important. 7. Describe the law of reciprocity. 8. Explain depth of field and what affects it. 9. Describe the difference between aperture priority and shutter priority metering modes. <p>Introduction to Commercial Photography Unit 9 – Digital Imaging Content Standard</p> <p>9. Demonstrate light conversion into an electronic image.</p> <p>Learning Objectives</p>	

Postsecondary Course Objectives	Secondary Course Objectives	TEDAC Comments
	<p>1. Determine overall resolution and pixilation of a digitized image.</p> <p>2. Compare similarities and differences of digital camera sharpness to conventional film cameras.</p> <p>3. Determine the most direct pathway to digitize images.</p> <p>4. Evaluate high-resolution film scanners.</p> <p>5. Employ digital backs to existing 35mm and medium format cameras.</p> <p>Medium Format Photography Unit 10 – Digital Photography Content Standard</p> <p>10. Demonstrate the use of industry standard software with digital cameras.</p> <p>Learning Objectives</p> <p>1. Prepare a multimedia presentation with visual elements and photographs using industry standard photo editing software.</p>	

Postsecondary Course Objectives	Secondary Course Objectives	TEDAC Comments
<p>Module B: Lighting Professional Competency B1.0 Use various lighting techniques.</p> <p>Performance Objective B1.1 Create, modify, and produce images applying appropriate lighting techniques.</p> <p>Learning Objectives B1.1.1 Define various lighting terms. B1.1.2 Explain how light settings affect photographs. B1.1.3 Explain and identify the physical properties of the camera that affect the usage of light. B1.1.4 Describe how various changes to exposure settings affect photographic outcomes. B1.1.5 Explain how various light sources affect photographic outcomes. B1.1.6 Explain how ISO settings affect photographic outcomes. B1.1.7 Describe how consideration of the range of colors affects photographic outcomes.</p>	<p>Introduction to Commercial Photography Unit 8 – Lighting Techniques Content Standard</p> <p>8. Practice photography with available natural light or lighting equipment.</p> <p>Learning Objectives</p> <ol style="list-style-type: none"> 1. Identify photography lighting equipment. 2. Identify the qualities of light with regard to photography. <p>Medium Format Photography Unit 6 – Studio Lighting Content Standard</p> <p>6. Prepare studio lighting equipment for use with medium format cameras.</p> <p>Learning Objectives</p> <ol style="list-style-type: none"> 1. Distinguish various flash and strobe sync settings for medium format cameras. 2. Utilize strobe meter, slave units, sync cords, umbrellas, and reflectors for medium format cameras. 	

Postsecondary Course Objectives	Secondary Course Objectives	TEDAC Comments
<p>Module C: Designing a Picture Professional Competency C1.0 Use perception and skill in framing subject matter.</p> <p>Performance Objective C1.1 Capture an artistic photograph using the elements and principles of design.</p> <p>Learning Objective C1.1.1 Define various terms of the elements of art and principles of design. C1.1.2 Identify the use of various elements and design principles in an image. C1.1.3 Describe how to use the elements and design principles in photographic composition. C1.1.4 Describe how to properly setup a digital camera to adjust for the various shooting conditions. C1.1.5 Differentiate between the appropriate and inappropriate use of composition. C1.1.6 Discuss the effect of image orientation.</p>	<p>Medium Format Photography Unit 7-9 – Theory Content Standard</p> <p>7. Analyze film and digital images for visual, spatial, and functional differences. 8. Interpret the impact of digital photography on modern photography, modern art, Web design, and graphic design. 9. Describe the impact of computer technology on medium format photography.</p> <p>Learning Objectives</p> <p>1. Identify major developments in medium format photography. 2. Critique digital photographic works. 3. Utilize trade reports to enhance technical instruction on photography. 4. Research the impact of digital photography on medium format.</p>	

Postsecondary Course Objectives	Secondary Course Objectives	TEDAC Comments
<p>Module D: Photo Manipulation Professional Competency D1.0 Manipulate photos to realize the desired result.</p> <p>Performance Objective</p> <p>D1.1 Analyze digital photography needs, determine what software functions would be appropriate to meet those requirements, and edit the photo to produce the desired result.</p> <p>Learning Objectives D1.1.1 Identify the various types of professional software for photo manipulation. D1.1.2 Describe the common functions of software. D1.1.3 Describe the use of various software functions. D1.1.4 Explain the necessary considerations for a successful print. D1.1.5 Explain how to prepare an image for various multimedia options. D1.1.6 Explain the appropriate and inappropriate use of photographic ethics.</p>	<p>Medium Format Photography Unit 11 – Computer Application Content Standard</p> <p>11. Utilize integrated computer technology for creating projects to include research, word processing, database, presentation, spreadsheet, and Web browsers.</p> <p>Learning Objectives</p> <p>1. Include digital images into other computer generated works.</p> <p>Medium Format Photography Unit 15-16 – Digital Manipulation Content Standard</p> <p>15. Demonstrate the manipulation of a digital image, including deleting, transforming, applying filters, extracting, retouching, color enhancement, and manipulating image size, resolution, and orientation. 16. Describe the process of optimizing images for a Web page.</p> <p>Learning Objectives</p> <p>1. Proof a digital image for desired outcome. 2. Create files using Joint Photographic Experts Group (JPEG) and Tagged Image File Format (TIFF). 3. Use software to create background transparency, manipulate image size, orientation, and color.</p>	