# Scope & Sequence

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| Course Name: Practicum in Commercial Photography/Extended Practicum in Commercial Photography**TSDS PEIMS Code:** 13009255 (First Time Taken) 13009265 (Second Time Taken) | **Course Credit:** 3.0**Course Requirements:** Recommended for Grades 10-12.**Prerequisites:** Commercial Photography I and Commercial Photography I Lab.**Corequisites:** Practicum in Commercial Photography. |
| **Course Description:** In addition to developing advanced technical knowledge and skills needed for success in the Arts, Audio/Video Technology, and Communications Career Cluster, students will be expected to develop an advanced technical understanding of the commercial photography industry with a focus on producing, promoting, and presenting professional quality photographs. |
| **NOTE 1:** The practicum course is a paid or unpaid capstone experience for students participating in a coherent sequence of career and technical education courses in the Arts, Audio/Video Technology, and Communications Career Cluster. This is a suggested scope and sequence for the course content. This content will work with any textbook, instructional materials or practicum experience. If locally adapted, make sure all TEKS are covered.**NOTE 2:** Completion of skill sets may be demonstrated throughout the practicum. Therefore, content based on the TEKS does not have to be delivered sequentially. The major reason students take a practicum is to provide additional time on task for learning specialized skills. In most cases where the Extended Practicum is added to the Practicum, it is because the student is spending more than 15 hours per week at his/her training station (place of employment or internship). **NOTE 3:** The information in this scope and sequence document does not describe detailed activities, because the activities will vary from student to student and training station to training station. The intent is that students incorporate and use previously learned knowledge and skills related to the career cluster. |

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| **Practicum Plan** | **TEKS Covered****130.114. (c) Knowledge and Skills** |

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| **Section 1: Pre-Practicum** Prior to beginning practicums, students will review and discuss professional standards and employers’ expectations, personal and workplace safety and emergency procedures, effective problem solving strategies, positive interpersonal skills, the principles of group participation and teamwork, appropriate work habits, ethical conduct, and conflict-management skills. Students will also review and discuss the technical and academic skills required for the practicum, and put into place strategies for mastering any/all skills necessary to manage and perform work/practicum responsibilities.Prior to beginning their practicum experiences, students will also agree to adhere to policies and procedures, demonstrate positive work attitudes and behaviors, including effective time management, make ethical decisions, and to comply with all applicable rules, laws, and regulations in a consistent manner. Students will also review and discuss professional communications strategies and practices for effective working relationships, such as providing and accepting constructive praise and criticism, demonstrating sensitivity to and value for diversity, and applying active listening skills to obtain and clarify information.Students, supervising instructors, and practicum experience supervisors will read and review locally created practicum checklist(s). Parent(s)/guardian(s) will also be provided with a copy. Checklist(s) will include all relevant TEKS along with rubrics for supervisor evaluations and student self-evaluations. Students will read, discuss, and demonstrate an understanding of the provided checklist and rubric criteria before beginning their practicum experiences. | (1) The student demonstrates professional standards/employability skills as required by business and industry. The student is expected to:(A) participate in training, education, or certification for employment; and(B) demonstrate positive work behaviors and personal qualities needed to be employable.(2) The student applies academic knowledge and skills in commercial photography. The student is expected to:(A) apply English language arts knowledge and skills in accordance with industry standards to a variety of written documents; and(B) apply mathematics knowledge and skills in accordance with industry standards to solve a problem.(3) The student applies professional communications strategies. The student is expected to:(E) apply active listening skills to obtain and clarify information. (4) The student understands and examines problem-solving methods. The student is expected to:(A) employ critical-thinking skills independently and in groups; and(B) employ interpersonal skills in groups to solve problems.(5) The student is expected to use personal information management, email, Internet, writing and publishing, presentation, and spreadsheet or database applications for commercial photography projects.(7) The student applies safety regulations. The student is expected to:(A) implement personal and workplace safety rules and regulations in a photography studio and lab; and(B) follow emergency procedures.(8) The student applies leadership characteristics to student leadership and professional development activities. The student is expected to:(B) employ teamwork and conflict-management skills to achieve collective goals; and(C) establish and maintain effective working relationships by providing constructive praise and criticism, demonstrating sensitivity to and value for diversity, and managing stress and controlling emotions.(11) The student is expected to employ planning and time-management skills to complete work tasks such as creating quotes and budgeting. The student is expected to:(A) employ planning and time-management skills to complete work tasks. |
| **Section 2: TEKS Checklist Components: Practicum in Commercial Photography**Students, parents/guardians, and instructional/workplace supervisors will review, understand, and agree to a checklist of practicum objectives. Checklists may be locally adapted/modified, but all corresponding TEKS Checklist Components must be addressed. | (1) The student demonstrates professional standards/employability skills as required by business and industry. The student is expected to:(A) participate in training, education, or certification for employment; and(B) demonstrate positive work behaviors and personal qualities needed to be employable.(2) The student applies academic knowledge and skills in commercial photography. The student is expected to:(A) apply English language arts knowledge and skills in accordance with industry standards to a variety of written documents; and(B) apply mathematics knowledge and skills in accordance with industry standards to solve a problem.(3) The student applies professional communications strategies. The student is expected to:(A) adapt language for audience, purpose, situation, and intent;(B) organize oral and written information;(C) interpret and communicate information, data, and observations;(D) present information formally and informally;(E) apply active listening skills to obtain and clarify information;(F) listen to and speak with diverse individuals; and(G) exhibit public relations skills to increase internal and external customer/client satisfaction.(4) The student understands and examines problem-solving methods. The student is expected to:(A) employ critical-thinking skills independently and in groups; and(B) employ interpersonal skills in groups to solve problems.(5) The student is expected to use personal information management, email, Internet, writing and publishing, presentation, and spreadsheet or database applications for commercial photography projects.(6) The student applies knowledge of commercial photography systems. The student is expected to analyze and summarize the history and evolution of the commercial photography field.(7) The student applies safety regulations. The student is expected to:(A) implement personal and workplace safety rules and regulations in a photography studio and lab; and(B) follow emergency procedures.(8) The student applies leadership characteristics to student leadership and professional development activities. The student is expected to:(A) employ leadership skills to accomplish goals and objectives by analyzing the various roles of leaders within organizations, exhibiting problem-solving and management traits, describing effective leadership styles, and participating in civic and community leadership and teamwork opportunities to enhance skills;(B) employ teamwork and conflict-management skills to achieve collective goals;(C) establish and maintain effective working relationships by providing constructive praise and criticism, demonstrating sensitivity to and value for diversity, and managing stress and controlling emotions;(D) prepare for meetings by developing goals and objectives to achieve within a scheduled time and producing agendas;(E) conduct and participate in meetings to accomplish work tasks by achieving goals and objectives within a scheduled time; producing meeting minutes, including decisions and next steps; and using parliamentary procedures, as needed; and(F) employ mentoring skills to inspire and teach others.(9) The student applies ethical decision making and complies with laws regarding use of technology in commercial photography. The student is expected to:(A) demonstrate an understanding of ethical conduct related to interacting with others such as maintaining client confidentiality and privacy of sensitive content and providing proper credit for ideas;(B) discuss and apply copyright laws in relation to fair use and duplication of images;(C) model respect for intellectual property when manipulating, morphing, and editing digital images; and(D) demonstrate proper etiquette and knowledge of acceptable use policies, including Creative Commons laws and licensing.(10) The student develops career-building characteristics. The student is expected to:(A) maintain and update portfolio to document information such as work experiences, licenses, certifications, and work samples.(11) The student is expected to employ planning and time-management skills to complete work tasks such as creating quotes and budgeting. The student is expected to:(A) employ planning and time-management skills to complete work tasks; and(B) demonstrate skills in budgeting and creating quotes for freelance or contract projects.(12) The student develops an increased understanding of commercial photography. The student is expected to:(A) create photographs for defined purposes;(B) apply the elements and principles of art to a variety of commercial photography projects;(C) demonstrate the principles of commercial photography such as working with clients, interpreting client instructions, developing production schedules, and delivering products in a competitive market;(D) demonstrate the use of appropriate cameras and lenses;(E) apply appropriate photographic composition and layout principles;(F) demonstrate appropriate digital black and white and color photography;(G) apply effective photographic lighting techniques, including three point, studio, portraiture, and product;(H) produce professional quality photographs;(I) use the most appropriate types of photographic paper for projects;(J) use the most appropriate solutions for mounting, matting, or framing photographs;(K) demonstrate use of appropriate, current, and industry-standard production processes to produce photographs;(L) evaluate photographs using principles of art, commercial photography standards, and critical-thinking skills; and(M) demonstrate use of appropriate resolution and digital file formats. |
| **Section 3: Critical Thinking and Problem-Solving: Practicum: Check-In 1**Students will discuss and demonstrate critical-thinking and problem-solving skills as they participate in check-in(s) with supervisors throughout their practicum experiences. Students will analyze and evaluate their practicum experiences as they describe how they have applied critical-thinking and problem-solving skills as well as interpersonal skills independently and in groups to solve problems they may have encountered or may still encounter. Students will also be encouraged to discuss and predict what academic and technical skills will be necessary for a successful practicum experience as well as a successful career in a photography-related field. Students will also analyze, summarize, and discuss the history and evolution of the commercial photography field in a presentation that incorporates writing, publishing, presentation, and/or other appropriate technology applications. As part of their practicum experience, students will prepare and present a brief presentation describing necessary business skills for freelance entrepreneurs, including how to employ planning and time-management skills to complete work tasks such as creating quotes and budgeting. Presentations will include budgeting and quotes for a real or simulated freelance or contract project. | (2) The student applies academic knowledge and skills in commercial photography. The student is expected to:(A) apply English language arts knowledge and skills in accordance with industry standards to a variety of written documents; and(B) apply mathematics knowledge and skills in accordance with industry standards to solve a problem.(3) The student applies professional communications strategies. The student is expected to:(A) adapt language for audience, purpose, situation, and intent;(B) organize oral and written information;(C) interpret and communicate information, data, and observations; and(D) present information formally and informally.(4) The student understands and examines problem-solving methods. The student is expected to:(A) employ critical-thinking skills independently and in groups; and(B) employ interpersonal skills in groups to solve problems.(5) The student is expected to use personal information management, email, Internet, writing and publishing, presentation, and spreadsheet or database applications for commercial photography projects.(6) The student applies knowledge of commercial photography systems. The student is expected to analyze and summarize the history and evolution of the commercial photography field.(11) The student is expected to employ planning and time-management skills to complete work tasks such as creating quotes and budgeting. The student is expected to:(A) employ planning and time-management skills to complete work tasks; and(B) demonstrate skills in budgeting and creating quotes for freelance or contract projects. |
| **Section 4: Check List Progress and Leadership Activities: Check-In 2**During this check-in, students will discuss and self-evaluate their practicum check list progress as well as any questions or problems they may have encountered. Students will describe how they have applied or will apply critical-thinking and problem-solving skills as well as interpersonal skills independently and in groups to solve problems they may have encountered or may still encounter. Students will also use appropriate technology to research and discuss leadership skills, roles of leaders within organizations, effective leadership styles, and the benefits of participating in civic and community leadership and teamwork opportunities to enhance leadership and mentoring skills. Students will research leadership and networking opportunities and other benefits offered by CTSO and/or other extracurricular student activities, and prepare and effectively present a brief oral and/or written report on a CTSO or other extracurricular organization they may be willing to join or are already participating in.  | (3) The student applies professional communications strategies. The student is expected to:(A) adapt language for audience, purpose, situation, and intent;(B) organize oral and written information;(C) interpret and communicate information, data, and observations;(D) present information formally and informally;(4) The student understands and examines problem-solving methods. The student is expected to:(A) employ critical-thinking skills independently and in groups; and(B) employ interpersonal skills in groups to solve problems.(5) The student is expected to use personal information management, email, Internet, writing and publishing, presentation, and spreadsheet or database applications for commercial photography projects.(8) The student applies leadership characteristics to student leadership and professional development activities. The student is expected to:(A) employ leadership skills to accomplish goals and objectives by analyzing the various roles of leaders within organizations, exhibiting problem-solving and management traits, describing effective leadership styles, and participating in civic and community leadership and teamwork opportunities to enhance skills;(B) employ teamwork and conflict-management skills to achieve collective goals;(C) establish and maintain effective working relationships by providing constructive praise and criticism, demonstrating sensitivity to and value for diversity, and managing stress and controlling emotions;(F) employ mentoring skills to inspire and teach others. |
| **Section 5: Career Skills and Practicum Culminating Activities**During their practicum experience, students will use appropriate technology and/or assigned materials to review and self-evaluate skills, personal qualities, technical competencies, training, education, and/or preparation for licensure, certification, or other relevant credentials. Students will demonstrate skills related to seeking and applying for employment, including creating a resume and cover letter, and exhibit public relations skills and effective communications skills as they present their portfolio, resume, and cover letter. Students will also demonstrate interview and communication skills in a real or mock interview, and evaluate, discuss, and compare employment opportunities. | (1) The student demonstrates professional standards/employability skills as required by business and industry. The student is expected to:(A) participate in training, education, or certification for employment;(B) demonstrate positive work behaviors and personal qualities needed to be employable; and(C) demonstrate skills related to seeking, applying for, and obtaining a desired job, including identifying job opportunities, developing a resume and letter of application, completing a job application, and demonstrating effective interview skills.(3) The student applies professional communications strategies. The student is expected to:(A) adapt language for audience, purpose, situation, and intent;(B) organize oral and written information;(C) interpret and communicate information, data, and observations;(D) present information formally and informally;(E) apply active listening skills to obtain and clarify information;(F) listen to and speak with diverse individuals; and(G) exhibit public relations skills to increase internal and external customer/client satisfaction.(10) The student develops career-building characteristics. The student is expected to:(A) maintain and update portfolio to document information such as work experiences, licenses, certifications, and work samples; and(B) demonstrate skills in evaluating and comparing employment opportunities. |
| **Extended Practicum Plan** | **TEKS Covered****130.120. (c) Knowledge and skills.** |
| **Section 1: Pre-Practicum** Prior to beginning practicums, students will review and discuss professional standards and employers’ expectations, personal and workplace safety and emergency procedures, effective problem-solving strategies, positive interpersonal skills, the principles of group participation and teamwork, appropriate work habits, ethical conduct, and conflict-management skills. Students will also review and discuss the technical and academic skills required for the practicum, and plan effective strategies for mastering any/all skills necessary to manage and perform work/practicum responsibilities.Prior to beginning their practicum experiences, students will also agree to adhere to policies and procedures, demonstrate positive work attitudes and behaviors, including effective time management, make ethical decisions, and to comply with all applicable rules, laws, and regulations in a consistent manner. Students will also review and discuss professional communications strategies and practices for effective working relationships, such as applying active listening skills to obtain and clarify information.Students, supervising instructors, and practicum experience supervisors will read and review locally created practicum checklist(s). Parent(s)/guardian(s) will also be provided with a copy. Checklist(s) will include all relevant TEKS along with rubrics for supervisor evaluations and student self-evaluations. Students will read, discuss, and demonstrate an understanding of the provided checklist and rubric criteria before beginning their practicum experiences. | (1) The student demonstrates professional standards/employability skills as required by business and industry. The student is expected to: (A) participate in a paid or unpaid, laboratory- or work-based application of previously studied knowledge and skills related to commercial photography;(B) participate in training, education, or preparation for licensure, certification, or other relevant credentials to prepare for employment; (C) demonstrate positive work behaviors and personal qualities needed to be employable with increased fluency;(D) demonstrate use of personal information management, email, Internet, writing and publishing, presentation, and spreadsheet or database applications for commercial photography projects with increased fluency;(E) employ teamwork and conflict-management skills with increased fluency to achieve collective goals; and(F) employ planning and time-management skills and tools with increased fluency to enhance results and complete work tasks. (2) The student applies professional communications strategies. The student is expected to: (A) demonstrate verbal and non-verbal communication consistently in a clear, concise, and effective manner; and(D) apply active listening skills to obtain and clarify information.(3) The student implements advanced problem-solving methods. The student is expected to employ critical-thinking skills with increased fluency both independently and in groups to solve problems and make decisions. (4) The student understands and applies proper safety techniques in the workplace. The student is expected to demonstrate understanding of and consistently follow workplace safety rules and regulations. (5) The student understands the professional, ethical, and legal responsibilities in commercial photography. The student is expected to:(A) demonstrate a positive, productive work ethic by performing assigned tasks as directed;(B) practice ethical conduct related to interacting with others such as maintaining client confidentiality and privacy of sensitive content and providing proper credit for ideas; and (C) comply with all applicable rules, laws, and regulations in a consistent manner. |
| **Section 2: TEKS Checklist Components: Extended Practicum in Commercial Photography**Students, parent(s)/guardian(s), and instructional/workplace supervisors will review, understand, and agree to a checklist of practicum objectives. Checklists may be locally adapted/modified, but all corresponding TEKS must be addressed. | (1) The student demonstrates professional standards/employability skills as required by business and industry. The student is expected to: (A) participate in a paid or unpaid, laboratory- or work-based application of previously studied knowledge and skills related to commercial photography;(B) participate in training, education, or preparation for licensure, certification, or other relevant credentials to prepare for employment; (C) demonstrate positive work behaviors and personal qualities needed to be employable with increased fluency;(D) demonstrate use of personal information management, email, Internet, writing and publishing, presentation, and spreadsheet or database applications for commercial photography projects with increased fluency;(E) employ teamwork and conflict-management skills with increased fluency to achieve collective goals; and(F) employ planning and time-management skills and tools with increased fluency to enhance results and complete work tasks. (2) The student applies professional communications strategies. The student is expected to: (A) demonstrate verbal and non-verbal communication consistently in a clear, concise, and effective manner;(B) analyze, interpret, and effectively communicate information, data, and observations; (C) present information formally and informally effectively; (D) apply active listening skills to obtain and clarify information; and(E) exhibit public relations skills to maintain internal and external customer/client satisfaction. (3) The student implements advanced problem-solving methods. The student is expected to employ critical-thinking skills with increased fluency both independently and in groups to solve problems and make decisions. (4) The student understands and applies proper safety techniques in the workplace. The student is expected to demonstrate understanding of and consistently follow workplace safety rules and regulations. (5) The student understands the professional, ethical, and legal responsibilities in commercial photography. The student is expected to:(A) demonstrate a positive, productive work ethic by performing assigned tasks as directed;(B) practice ethical conduct related to interacting with others such as maintaining client confidentiality and privacy of sensitive content and providing proper credit for ideas; and(C) comply with all applicable rules, laws, and regulations in a consistent manner.(6) The student participates in a commercial photography experience. The student is expected to: (A) conduct, document, and evaluate learning activities in a supervised commercial photography experience; (B) demonstrate the use of appropriate cameras and lenses with increased proficiency; (C) apply appropriate photographic composition and layout principles with increased fluency; (D) apply effective photographic lighting techniques such as three point, studio, portraiture, and product with increased fluency; (E) produce professional-quality photographs; (F) demonstrate use of the most appropriate types of photographic paper for projects; (G) demonstrate use of the most appropriate solutions for mounting, matting, or framing photographs; (H) demonstrate use of appropriate, current, and industry-standard production processes to produce photographs;(I) demonstrate use of appropriate resolution and digital file formats;(J) demonstrate growth of technical skill competencies; and(L) collect representative work samples. |
| **Section 3: Critical-Thinking and Problem-Solving: Practicum Check-In 1**Students will discuss and demonstrate critical-thinking and problem-solving skills as they participate in check-in(s) with supervisors throughout their practicum experiences. Students will analyze and evaluate their practicum experiences as they describe how they have applied critical-thinking and problem-solving skills as well as interpersonal skills independently and in groups to solve problems they may have encountered or may still encounter. Students will also be encouraged to discuss and predict what further academic and technical skills will be necessary for a successful practicum experience as well as a successful career in a photography-related field.  | (2) The student applies professional communications strategies. The student is expected to: (A) demonstrate verbal and non-verbal communication consistently in a clear, concise, and effective manner;(B) analyze, interpret, and effectively communicate information, data, and observations; and(C) present information formally and informally effectively.(3) The student implements advanced problem-solving methods. The student is expected to employ critical-thinking skills with increased fluency both independently and in groups to solve problems and make decisions. |
| **Section 4: Check List Progress and Leadership Activities: Check-In 2**During this check-in, students will discuss and self-evaluate their practicum check list progress as well as any questions or problems they may have encountered. Students will describe how they have applied or will apply critical-thinking and problem-solving skills as well as interpersonal skills independently and in groups to solve problems they may have encountered or may still encounter. Students will also use appropriate technology to research and discuss leadership and mentoring opportunities and other benefits offered by CTSO and/or other extracurricular student activities, and prepare and effectively present a brief oral and/or written report on a CTSO or other extracurricular organization they may be willing to join or are already participating in. | (2) The student applies professional communications strategies. The student is expected to: (B) analyze, interpret, and effectively communicate information, data, and observations; and(C) present information formally and informally effectively. (3) The student implements advanced problem-solving methods. The student is expected to employ critical-thinking skills with increased fluency both independently and in groups to solve problems and make decisions.  |
| **Section 5: Career Skills and Practicum Culminating Activities**Students will use appropriate technology and/or assigned materials to review and self-evaluate skills, personal qualities, technical competencies, training, education, and/or preparation for licensure, certification, or other relevant credentials. Students will demonstrate public relations skills and effective communications skills as they present professional-quality photographs and practicum work samples. Students will also demonstrate professional standards and communications skills in a brief presentation showing their growth in technical skill competencies and a self-evaluation of technical skill proficiency strengths and weaknesses. | (1) The student demonstrates professional standards/employability skills as required by business and industry. The student is expected to: (A) participate in a paid or unpaid, laboratory- or work-based application of previously studied knowledge and skills related to commercial photography;(B) participate in training, education, or preparation for licensure, certification, or other relevant credentials to prepare for employment; and(C) demonstrate positive work behaviors and personal qualities needed to be employable with increased fluency. (2) The student applies professional communications strategies. The student is expected to: (A) demonstrate verbal and non-verbal communication consistently in a clear, concise, and effective manner;(B) analyze, interpret, and effectively communicate information, data, and observations; (C) present information formally and informally effectively; and(E) exhibit public relations skills to maintain internal and external customer/client satisfaction. (6) The student participates in a commercial photography experience. The student is expected to: (A) conduct, document, and evaluate learning activities in a supervised commercial photography experience; (E) produce professional-quality photographs;  (J) demonstrate growth of technical skill competencies;(K) evaluate strengths and weaknesses in technical skill proficiency; and(L) collect representative work samples. |