

Commercial Photography

Business and Industry Endorsement

Career Pathways

- Professional Photography
- Visual Arts
- Camera Operator for TV, Video, Motion Pictures
- Art Director

Certification / Certificate Options

- Cyber Safety Awareness
- SkillsUSA Workforce Ready
- Adobe ACA Photoshop



Arts, A/V
Technology &
Communications



Program of Study Course Sequence	9th. Grade	10th. Grade	11th. Grade	12th. Grade
Commercial Photography	Principles of Arts, Audio / Video Technology and Communications (1 Credit)	Commercial Photography I (1 Credit) <i>Prerequisite: Principles of AV</i>	Commercial Photography II/ Commercial Photography II Lab (2 Credits) <i>Prerequisite: Commercial Photography I</i>	Practicum in Commercial Photography (2 Credits) <i>Prerequisite: Commercial Photography II/Commercial Photography II Lab</i>

Program Highlights

- Gallery Night Fundraiser
- SkillsUSA District / State & National Competitions
- On the job training
- Field trips to shoot on-location

CTSO(s)

- SkillsUSA

Program Fees / Requirements

- SkillsUSA Membership \$26 (Optional)

Program Location

- Course(s) available at CHS
- Course(s) available at FRHS
- Course(s) available at KHS
- Course(s) available at TCHS
- Grey courses at KCAL (Only)

The Arts, A/V Technology and Communications (AATC) Career Cluster focuses on careers in designing, producing, exhibiting, performing, writing and publishing multimedia content including visual and performing arts and design, journalism and entertainment services. Careers in the AATC Career Cluster require a creative aptitude, a strong background in computer and technology applications, a strong academic foundation and a proficiency in oral and written communication. One of the many career opportunities in this cluster is Commercial Photography.

Careers in commercial photography require skills that span all aspects of the industry from setting up a shot to delivering products in a competitive market. It's the job of the photographer to capture and preserve images of events, people, places or anything else. Photographers can be found all over the world, with their work appearing in newspapers, magazines, advertisements and other outlets. While some photographers specialize in taking portraits or capturing images of wild animals, commercial photographers use their skills to photograph subjects for business use. This pathway explores the ins and outs of photography, including lighting, composition, exposure, and how to work in a fast paced, high demand environment.

Principles of Arts, Audio/Video Technology, and Communications (TEDS: 13008200 / KISD: 81300)

Careers in the Arts, Audio/Video Technology, and Communications career cluster require, in addition to creative aptitude, a strong background in computer and technology applications, a strong academic foundation, and a proficiency in oral and written communication. Within this context, students will be expected to develop an understanding of the various and multifaceted career opportunities in this cluster and the knowledge, skills, and educational requirements for those opportunities.

Commercial Photography I (TEDS: 13009100 / KISD: 81332)

Careers in commercial photography require skills that span all aspects of the industry from setting up a shot to delivering products in a competitive market. Within this context, in addition to developing knowledge and skills needed for success in the Arts, Audio/Video Technology, and Communications career cluster, students will be expected to develop an understanding of the commercial photography industry with a focus on creating quality photographs.

Commercial Photography II / Commercial Photography II Lab (TEDS: 13009210 / KISD: 81336)

Careers in commercial photography require skills that span all aspects of the industry from setting up a shot to delivering products in a competitive market. Within this context, in addition to developing knowledge and skills needed for success in the Arts, Audio/Video Technology, and Communications career cluster, students will be expected to develop an understanding of the commercial photography industry with a focus on creating quality photographs. Class is taught at the Keller Center for Advanced Learning.

Practicum in Commercial Photography (TEDS” 13009250 / KISD: 81338)

Careers in commercial photography span all aspects of the advertising and visual communication industry. Within this context, in addition to developing knowledge and skills needed for success in the Arts, Audio/Video Technology, and Communications career cluster, students will be expected to develop an understanding of the industry with a focus on skill proficiency. Instruction may be delivered through lab-based classroom experience or career preparation opportunities. Class is taught at the Keller Center for Advanced Learning.

Career	High School	On the Job Training	Certificate	Associates Degree	Bachelor's Degree	Advance College Degree	Average Annual Salary	Possible Majors for this Pathway
Photographer	x	x					\$34,070	<ul style="list-style-type: none"> • Photography • Graphic Design • Web Development • A/V Technology • Film • Media Communication • Visual Arts
Desktop Publisher				x			\$41,090	
Fashion Designer					x		\$65, 170	
Graphic Designer					x		\$47,640	
Camera Operator					x		\$59,040	
Photojournalist		x		x	x		\$38,978	
Ophthalmic Photographer					x		\$53,564	