

Commercial Art

Name _____ Session _____

Date Assigned _____ Date Due _____

Competency: #801- Operate digital camera and accessories, #802- Compose a photograph through the lens & #803- Demonstrate use of lighting.

Project: Creatively see the world around you to showcase the Elements of Design (*Principles of Design for Advanced Students) while working through getting to know your camera inside & outside the digital studio.
2ndYr students you will later be using some of your imagery in a uniquely designed full color instructional poster. You must shoot each of the 4 Principles, with a contact sheet of your BEST 12 of each. This should total 48 CREATIVE shots - HALF of which you must 'control' in the STUDIO.

Objective: Showcase your knowledge of your camera, the studio camera, and appropriate lighting by creatively capturing your assigned element/principle of design while working independently. Later all 2ndYr students will be utilizing some of their best imagery for use in an instructional poster.

Key Points:
From Class Lecture & Reading Packet with Vocabulary as well as vocabulary from last week - Elements/Principle of Design

- Exposure
- DSLR
- RAW Files
- ISO
- Shutter Speed
- Light Meter
- White Balance
- JPEG Files
- Aperture

Supplies & Equipment:

Any Props brought in from Home	Studio DSLR Cameras
Studio & it's Lighting	Student Cameras
On Location	References/Handouts

Evaluation:

Creativity	60%
Accuracy	20%
Technique	20%
Neatness	0%
	100%

