



## Creative Photography Display – Illinois\*

Individual | Skilled and Technical | Arts, AV Technology and Communications/Marketing

To encourage creative involvement and technical competency in the field of photography, and in so doing, encourage students to pursue further training and career opportunities related to photography.

### Eligibility

Open to active SkillsUSA members enrolled in programs with photography as the occupational objective.

### Standards and Competencies

Standards and competencies will be assessed will be determined by the project designed by the competitor.

#### **CPD 1.0 – Apply the knowledge and skill needed to conduct a photographic field assignment**

- 1.1. Demonstrate technical proficiency in the area of proper manual exposure and focus
- 1.2. 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.
- 1.3. Demonstrate an ability to capture images that adhere to the "theme" of the assignment

#### **CPD 2.0 – Apply the knowledge and skill needed to create a standard image**

- 2.1. 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)
- 2.2. Demonstrate the ability to professionally light and capture a product for use in a commercial ad
- 2.3. Demonstrate correct placement of main and fill lights
- 2.4. Demonstrate correct lighting ratios by the setting of main and fill lights (i.e., main light = f/8 and fill light = f=4)

- 2.5. Demonstrate understanding of correct camera settings (e.g., white balance, ISO, aperture, shutter speed)
- 2.6. Demonstrate the ability to correctly crop the image in-camera (e.g., head/product placement, horizontal/vertical)
- 2.7. Demonstrate the ability to professionally pose a portrait subject
- 2.8. Demonstrate the ability to use creative compositional techniques in creating a commercial image

#### **CPD 3.0 – Demonstrate the knowledge skills necessary for an interview**

- 3.1. Present a resume for the interview
- 3.2. Demonstrate an ability to communicate knowledge of the field of photography
- 3.3. Demonstrate career readiness employability skills necessary for the workplace

#### **CPD 4.0 – SkillsUSA Framework**

- 4.1. Demonstrate mastery of the essential elements outlined within the SkillsUSA Framework.

## Scope of the Competition

### Knowledge Performance

Professional Development Career Readiness Assessment – Assess preparedness to enter the workforce as defined by the SkillsUSA Framework which identifies skills that are essential for success in the workplace and life.

There is no written technical skill knowledge exam for this contest.

### Skill Performance

Competitors will create a single 20" x 24" white matte board display with four mounted 8" x 10". The digital color photographs will consist of a portrait, landscape/scenic, commercial/ industrial, and human interest. Skill also will be evaluated through an interview.

### Competition Guidelines

Display Board – Competitors will submit four borderless 8" x 10" photographs printed on photo paper and mounted together on a single 20" x 24" white matte board for display.

1. Photographs submitted by a competitor must be taken by that contestant.
2. The photographs for each contest entry will consist of one photograph from each of the following categories:
  - a. Portrait
  - b. Landscape / Scenic
  - c. Commercial / Industrial – A photo suitable for advertising.
  - d. Human Interest – A photo of the entrant's choice depicting originality and Creativity.  
*Note: Only the Commercial / Industrial advertising digital color photography may utilize text as an enhancement.*
3. All image manipulation/ enhancement must be done by the contestant.
4. Each photograph must be labeled according to its category (Portrait, Landscape, etc.). All labels should be clearly visible, easily readable, and not detract from the photographs.
5. The competitors one-page typed resume and completed deposition should be affixed to the backside the display in a readable manner. The deposition form can be found on the contest update page of the SkillsUSA Illinois website.

Interview Component – Competitors will complete an interview of approximately five minutes. The interview component will consist of questions around the photographs displayed and career preparation and goals.

## Clothing Requirements

### Class E: Contest Specific — Business Casual

- Official SkillsUSA white polo shirt.
- Black dress slacks (accompanied by black dress socks or black or skin-tone seamless hose) or black dress skirt (knee-length, accompanied by black or skin-tone seamless hose).
- Black leather closed-toe dress shoes.

## Equipment and Materials

1. Supplied by the technical committee:
  - a. Table space to display board
2. Supplied by the competitor:
  - a. Display Board
  - b. One-page résumé

## Committee Identified Academic Skills

The technical committee has identified that the following academic skills are embedded in this contest.

### 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 the nature and technological applications of light.

### Language Arts Skills

- Provide information in conversations and in group discussions.
- Provide information in 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.
- Connections.
- Representation.

Source: *NCTM Principles and Standards for School Mathematics*. For more information, visit: <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.

Source: *McREL compendium of national science standards*. To view and search the compendium, visit: <http://www2.mcrel.org/compendium/browse.asp>.

### Language Arts Standards

- Students apply a wide range of strategies to comprehend, interpret, evaluate and appreciate texts. They draw on their prior experience, their interactions with other readers and writers, their knowledge of word meaning and of other texts, their word identification strategies and their understanding of textual features (e.g., sound-letter correspondence, sentence structure, context, graphics).
- Students adjust their use of spoken, written and visual language (e.g., conventions, style, vocabulary) to communicate effectively with a variety of audiences and for different purposes.
- Students use spoken, written and visual language to accomplish their own purposes (e.g., for learning, enjoyment, persuasion and the exchange of information).

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