

## List of Certification Skills for

# Commercial Photography II

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### ✓ Everyday Applications

- Understanding the significance of the evolution of photography and how advances contribute to the success of today's photographer.
- Understanding of Color Theory when conceptualizing final images.
- Mastery of the Principles and Elements of Design and applying them to their compositional skills.
- Knowledge of light, how to modify and harness it to achieve optimum exposure.
- The ability to conceptualize a photoshoot or final image and take it from mood board to matted print.
- Ability to develop a personal style and cohesiveness in their work to present a portfolio in industry.

### ✓ Camera Skills

- Mastery of the exposure triangle, understanding ISO, Aperture and shutter speed settings and how variances affect capture and the ability to manipulate each to achieve proper exposure.
- Ability to shoot in each mode, Aperture Priority, Shutter Priority and Manual.
- Demonstrate proper care and preventive maintenance of a camera and lenses.
- Knowledge of optical zoom vs. digital zoom.
- Demonstrate an understanding of different focal lengths, prime, and macro lenses and their appropriate application.

### ✓ Studio Skills

- Ability to set up strobes and synch triggers on appropriate channels and frequencies.
- Knowledge of main (key) and fill light
- Demonstrate knowledge of lighting ratios
- Demonstrate mastery of classic lighting patterns (Split, Rembrandt, Loop, Butterfly, Hair Light).
- Ability to set up and manage different backgrounds and prop storage.
- Demonstrate organizational skills and managing cables, batteries, and equipment.

### ✓ Post Production Skills

- Demonstrate appropriate file management practices.
- Demonstrate mastery of Adobe products including Bridge, Photoshop, Lightroom and Creative Cloud apps.
- Understand how to create and use actions and presets.

### ✓ Business Skills

- Ability to use professional communication skills when working with a model or in the workplace.
- Understanding of intellectual and copyright laws and ethics in the commercial photography industry.