Unit 6: Photography Careers

Content Area: **Fine Arts**
Course(s):
Time Period: **Marking Period 1**
Length: **1-2 Weeks**
Status: **Published**

Summary

Unit 6: Photography Careers

This unit explores various career opportunities in the field of photography. Students will learn about the diverse roles available to photographers, including commercial, editorial, fine art, and freelance photography. The unit will also cover the necessary skills, education, and professional practices that lead to success in the photography industry. Through research, interviews with professionals, and hands-on projects, students will gain insight into potential career paths and understand what it takes to succeed in the field of photography.

Revision Date: July 2025 - Samantha Berk

Standards

ELD standards: https://docs.google.com/document/d/1wdmsiGOdCHlrjU-WPvAtENnEgi0EStZXo0uiFYv1Nu4/edit

	Creativity and innovative thinking are essential life skills that can be developed. Artists and designers shape artistic investigations, following or breaking with traditions in pursuit of creative art-making goals.
	What conditions, attitudes and behaviors support creativity and innovative thinking? What factors prevent or encourage people to take creative risks? How does collaboration expand the creative process? How does knowing the contexts, histories and traditions of art forms help us create works of art and design? Why do artists follow or break from established traditions? How do artists determine what resources and criteria are needed to formulate artistic investigations?
1.5.12acc.Cr1a	Individually and collaboratively formulate new creative problems based on student's existing artwork.
1.5.12acc.Cr1b	Choose from a range of materials and methods of traditional and contemporary artistic practices to plan works of art and design.
1.5.12acc.Cr2a	Through experimentation, practice and persistence, demonstrate acquisition of skills and knowledge in a chosen art form.
1.5.12acc.Cr2c	Redesign an object, system, place, or design in response to contemporary issues.
	What role does persistence play in revising, refining and developing work? How do artists grow and become accomplished in art forms? How does collaboratively reflecting on a work help us experience it more completely?
1.5.12acc.Pr4a	Analyze, select and critique personal artwork for a collection or portfolio presentation.
1.5.12acc.Pr6a	Make, explain and justify connections between artists or artwork and social, cultural and political history.

1.5.12acc.Re7b	Evaluate the effectiveness of visual artworks to influence ideas, feelings, and behaviors of specific audiences.
1.5.12acc.Cn10	Synthesizing and relating knowledge and personal experiences to create products.
1.5.12acc.Cn10a	Utilize inquiry methods of observation, research and experimentation to explore other subjects through artmaking.
1.5.12acc.Cn11a	Compare uses of art in a variety of societal, cultural and historical contexts and make connections to uses of art in contemporary and local contexts.
1.5.12acc.Cn11b	Compare uses of art in a variety of societal, cultural and historical contexts and make connections to global issues, including climate change.

Essential Questions

- What are the different career opportunities available in photography?
- How do photographers develop a portfolio and gain clients in various sectors of photography?
- What technical, creative, and business skills are required for a successful photography career?
- How do photographers market themselves and build a brand?
- What is the role of professional ethics and continuous learning in a photography career?

Enduring Understanings

- Photography careers span across various fields such as commercial, editorial, freelance, fine art, photojournalism, and more.
- Successful photographers not only need technical skills but also business acumen, a strong portfolio, and networking skills.
- Continuous learning and professional ethics are essential to staying relevant and maintaining a successful photography career.
- Building a personal brand and marketing oneself are key components of a thriving photography career.

Students will know

- The range of career options available to photographers and the specific skills required for each role.
- How to create a professional photography portfolio that showcases their work effectively.
- The basics of photography business practices, including networking, client relations, and self-marketing.

- How to use social media and digital platforms to promote their work and build a personal brand.
- The ethical considerations and standards of professionalism in the photography industry.

Evidence/Performance Tasks

Fine Arts students demonstrate differentiated proficiency according to their ability to answer the essential questions through formative and summative assessments. Evidence of progression may be demonstrated in divergent ways through the Artistic Process of Creating, Presenting/Producing, Connecting, and Responding.

Tasks will include:

- Preview Essential Questions
- Meaningfully and appropriately participate in class critique and discussions
- Complete class projects including weekly critique assignments
- Complete self-assessment rubrics
- Participate in assessment discussions with teacher
- Complete final exam

Learning Plan

- Preview Essential Questions
- Explore various career paths in photography, including commercial, editorial, freelance, fine art, and photojournalism.
- Learn the key components of a professional photography portfolio and how to curate one tailored to specific career goals.
- Understand the basics of operating a photography business, including client relations, pricing, contracts, and invoicing.
- Learn how to effectively market photography services through social media, personal websites, and networking.
- Study ethical standards in photography, including copyright laws, privacy considerations, and responsible image manipulation.
- Create a personal career plan for entering the photography field, with specific goals and actionable steps for professional development.

- Develop a photography based project that highlights various aspects of careers learned in this unit. (For example, a career fair, research/shared project, collaborative activities, etc.)

Suggested Activities:

- Introduction to Photography Careers & Industry Overview
    - Students explore various photography career paths through a multimedia presentation and group discussion about roles like commercial, editorial, fine art, and freelance photographers.
- Research & Career Profiles
    - Students research a specific photography career, using articles and interviews, then create a career profile poster or digital presentation highlighting required skills, education, and job responsibilities.
- Guest Speaker / Interview Preparation
    - Prepare questions and conduct interviews (live or virtual) with a local photography professional or watch recorded interviews to gain real-world insight into the profession.
- Skill-Building & Portfolio Development
    - Students work on personal projects that align with their career interests and begin compiling a portfolio showcasing their best work, learning professional presentation and branding techniques.
- Career Pathways Reflection & Action Plan
    - Students reflect on their preferred photography career paths and create a personal action plan outlining steps for skill development, education, and professional goals, followed by peer sharing and feedback.

Materials

The materials used in this course allow for integration of a variety of instructional, supplemental, and intervention materials that support student learners at all levels in the school and home environments. Associated web content and media sources are infused into the unit as applicable and available.

Digital Cameras, Sketchbook, Various Pencils, Sharpies, Markers, Various Papers, Various Erasers, Mirrors, Blending Sticks, Charcoal, Graphite, Sharpeners, Colored Pencils, Oil Pastel, Chalk Pastels, YouTube Videos, Value Scales, magazines, glue, scissors, Watercolor, Watercolor paper, paint brush, ink, printing materials, chromebooks, ipads, Paint, Color Wheels, Drawing Pen, Rulers

Websites:

- Photography Careers Overview
  Comprehensive guide to various photography career paths including commercial, editorial, freelance, fine art, and photojournalism.
  Website: https://www.photographytalk.com/photography-careers

- Building a Professional Photography Portfolio
  Tips and examples on how to curate and present a portfolio tailored to different photography careers.
  Website: https://www.format.com/magazine/resources/photography/how-to-make-a-photography-portfolio

- Starting and Running a Photography Business
  Basics of client relations, pricing, contracts, and invoicing specifically for photographers.
  Website: https://www.adorama.com/alc/business-tips-for-photographers

- Marketing Photography Services
  Strategies for marketing through social media, websites, and networking to grow a photography business.
  Website: https://sproutsocial.com/insights/social-media-for-photographers/

- Ethics, Copyright, and Legal Issues in Photography
  Overview of ethical standards, copyright laws, privacy concerns, and responsible editing practices.
  Website: https://www.nppa.org/page/photographers-code-ethics

Suggested Strategies for Modifications

Suggested Strategies for Modifications:

This link includes content specific accommodations and modifications for all populations:

Fine Arts Accommodations & Modifications

- One-to-one instruction and assistance
- Cooperative learning groups
- Study partners
- Additional time on task
- Alternative outcome options
- Assessment based on individual develop in the area of study
- Images and visual aids

- Handouts of notes, procedures, processes, diagrams, etc.
- Preferential seating
- Audio tape of instructions
- Reading material modified to student level
- Testing materials appropriate to student level
- Revised techniques, use of tools and media in hands-on activities