



# Commercial Photography Unit 2 - Food Photography

## Unit Focus

Students will use food as the subject for their still-life and macro designs. They will apply their studio skills through their use of lighting design techniques and compositional ideas in their food photography portfolio. Students will learn by using the creative cycle and collaborating with other students in the photography studio in order to create a well refined product.

## Stage 1: Desired Results - Key Understandings

Standard(s)	Transfer	
<p><b>National Core Arts Standards</b>  <i>Visual Arts: HS Advanced</i>            Reflect - Refine - Continue: Refine and complete artistic work. (VA:Cr3.1.HSIII)            Reflect on, re-engage, revise, and refine works of art or design considering relevant traditional and contemporary criteria as well as personal artistic vision. (VA:Cr3.1.HSIII.a)  <i>Visual Arts: HS Proficient</i>            Synthesize: Synthesize and relate knowledge and personal experiences to make art. (VA:Cn10.1.HSI)            Document the process of developing ideas from early stages to fully elaborated ideas. (VA:Cn10.1.HSI.a)            Investigate, Plan, Make: Generate and conceptualize artistic ideas and work. (VA:Cr1.1.HSI)            Use multiple approaches to begin creative endeavors. (VA:Cr1.1.HSI.a)            Reflect - Refine - Continue: Refine and complete artistic work. (VA:Cr3.1.HSI)            Apply relevant criteria from traditional and contemporary cultural contexts to examine, reflect on, and plan revisions for works of art and design in progress. (VA:Cr3.1.HSI.a)            Analyze: Develop and refine artistic techniques and work for presentation. (VA:Pr5.1.HSI)            Analyze and evaluate the reasons and ways an exhibition is presented. (VA:Pr5.1.HSI.a)  <i>Visual Arts: HS Accomplished</i>            Synthesize: Synthesize and relate knowledge and personal experiences to make art. (VA:Cn10.1.HSII)</p>	<p><i>Students will be able to independently use their learning to...</i>  <b>T1</b> Develop and refine techniques and skills through purposeful practice and application to become more fluent  <b>T2</b> Engage in critique to inform next steps or deepen examination of an artistic work</p>	
	<b>Meaning</b>	
	<b>Understanding(s)</b>	<b>Essential Question(s)</b>
	<p><i>Students will understand that...</i>  <b>U1</b> Artists improve the quality of a performance/piece of art through a cycle of deliberate practice and examination of results.  <b>U2</b> Artists select a repertoire/body of work to demonstrate current range and depth of expertise for a given purpose and audience.  <b>U3</b> Artists make thoughtful choices about their use of skills, technique, and style to in hopes of creating a specific response for an audience.</p>	<p><i>Students will keep considering...</i>  <b>Q1</b> What inspires me? Where do I get my ideas from?  <b>Q2</b> How did it go / how did it turn out so far? How does it measure up to the established criteria? What is important to focus on next?  <b>Q3</b> What am I learning by engaging in critique?  <b>Q4</b> What does quality look/feel/sound like? How do I fine tune my work for and with an audience?  <b>Q5</b> How much freedom do I have to be creative and also work within established criteria?</p>
	<b>Acquisition of Knowledge and Skill</b>	
	<b>Knowledge</b>	<b>Skill(s)</b>
	<p><i>Students will know...</i>  <b>K1</b> What lighting techniques can be best used to control the intensity of light and shadow for a given purpose</p>	<p><i>Students will be skilled at...</i>  <b>S1</b> Evaluating light using a light meter (internal and external light meters)</p>

## Stage 1: Desired Results - Key Understandings

Utilize inquiry methods of observation, research, and experimentation to explore unfamiliar subjects through art-making.  
(VA:Cn10.1.HSII.a)

### **Madison Public Schools Profile of a Graduate**

Design: Engaging in a process to refine a product for an intended audience and purpose. (POG.2.2)

Collective Intelligence: Working respectfully and responsibly with others, exchanging and evaluating ideas to achieve a common objective. (POG.3.1)

**K2** Ways to create interest in food photography through the use of composition

**K3** How to best evaluate one's work to identify strengths and areas of need

**K4** Best ways to utilize the group so that time isn't wasted during the process of creating

**S2** Using reflectors to change the light depending on desired effect

**S3** Cropping photographs to create a composition that best displays the food being shot

**S4** Managing techniques used to utilize the people helping with a photographer's photoshoot