

DACUM Skill Rating Scale

- | | |
|---|---|
| 1 - Can perform some parts of this skill satisfactorily but requires assistance and/or supervision to perform the entire skill.
2 - Can perform this skill satisfactorily but requires periodic assistance and/or supervision. | 3 - Can perform this skill competently without assistance or supervision.
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|---|---|

APPLY PRINCIPLES OF LIGHTING
A

Adjust ratios of light A1	Adjust patterns of light A2	Determine the quality of light A3	Create quality of light A4	Evaluate light A5	Measure light A6
1 2 3 4	1 2 3 4	1 2 3 4	1 2 3 4	1 2 3 4	1 2 3 4

COMMUNICATE
B

Demonstrate active listening skills B1	Ask questions B2	Demonstrate verbal skills B3	Practice telephone etiquette B4	Practice email etiquette B5	Use language appropriate to the audience B6
1 2 3 4	1 2 3 4	1 2 3 4	1 2 3 4	1 2 3 4	1 2 3 4
Develop presentations B7	Interpret verbal / written directions B8	Analyze image messages B9	Create a message using a visual medium B10	Deliver presentations B11	Demonstrate assertiveness B12
1 2 3 4	1 2 3 4	1 2 3 4	1 2 3 4	1 2 3 4	1 2 3 4
Follow directions B13	Influence others B14	Interpret nonverbal communication B15	Interpret technical manuals B16	Use industry terminology B17	
1 2 3 4	1 2 3 4	1 2 3 4	1 2 3 4	1 2 3 4	

DEMONSTRATE PROFESSIONALISM
C

Develop a portfolio C1	Demonstrate flexibility C2	Identify personal strengths / weaknesses C3	Demonstrate time management skills C4	Demonstrate interpersonal skills C5	Demonstrate initiative C6
1 2 3 4	1 2 3 4	1 2 3 4	1 2 3 4	1 2 3 4	1 2 3 4
Qualify artistic and technical decisions C7	Demonstrate organizational skills C8	Select appropriate attire for the situation C9	Demonstrate ethical behaviour C10	Demonstrate a commitment to lifelong learning C11	Adapt to change C12
1 2 3 4	1 2 3 4	1 2 3 4	1 2 3 4	1 2 3 4	1 2 3 4
Demonstrate multitasking skills C13	Demonstrate independent work habits C14	Develop professional relationships / networks C15			
1 2 3 4	1 2 3 4	1 2 3 4			

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 APPLY THE MECHANICS OF EXPOSURE
D

Describe aperture D1	Describe shutter-speed D2	Describe depth of field D3	Select ISO appropriate to the task D4	Define ISO D5	Select film appropriate to the task D6
1 2 3 4	1 2 3 4	1 2 3 4	1 2 3 4	1 2 3 4	1 2 3 4
Determine aperture D7	Determine shutter-speed D8	Manipulate depth of field D9			
1 2 3 4	1 2 3 4	1 2 3 4			

 APPLY THE THEORY OF COMPOSITION
E

Describe composition principles E1	Apply composition principles E2	Compose image E3	Arrange subject(s) E4	Originate idea / thought visually E5	Design environment E6
1 2 3 4	1 2 3 4	1 2 3 4	1 2 3 4	1 2 3 4	1 2 3 4
Build / design set E7	Select environment E8	Demonstrate creativity E9	Create an emotional response E10	Apply design theory E11	
1 2 3 4	1 2 3 4	1 2 3 4	1 2 3 4	1 2 3 4	

 SELECT AND USE EQUIPMENT
F

Select camera type F1	Select the lens F2	Select lighting F3	Select lighting modifiers F4	Select backgrounds F5	Select computer F6
1 2 3 4	1 2 3 4	1 2 3 4	1 2 3 4	1 2 3 4	1 2 3 4
Use a variety of cameras F7	Adapt to new technology F8	Use printing equipment F9	Apply principles of lighting modification F10	Use lighting equipment F11	Use media storage devices F12
1 2 3 4	1 2 3 4	1 2 3 4	1 2 3 4	1 2 3 4	1 2 3 4
Use projection equipment F13	Fix basic equipment malfunctions F14	Use a variety of camera accessories F15	Practice equipment maintenance F16		
1 2 3 4	1 2 3 4	1 2 3 4	1 2 3 4		

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**APPLY PROJECT MANAGEMENT SKILLS
G**

Demonstrate problem solving skills G1	Determine client needs G2	Practice people management skills G3	Evaluate project(s) G4	Estimate time G5	Estimate costs G6
1 2 3 4	1 2 3 4	1 2 3 4	1 2 3 4	1 2 3 4	1 2 3 4
Apply verbal / written directions G7	Develop proposals G8	Organize itineraries G9	Organize resources G10	Assess risk G11	Create a visualization of end product G12
1 2 3 4	1 2 3 4	1 2 3 4	1 2 3 4	1 2 3 4	1 2 3 4
Develop plans G13	Orchestrate a shoot G14				
1 2 3 4	1 2 3 4				

**APPLY BUSINESS PRINCIPLES
H**

Describe the history of photography H1	Describe photographic practices and processes (historical and new) H2	Apply accounting principles H3	Create a marketable image (personal) H4	Apply marketing practices H5	Develop work flow processes H6
1 2 3 4	1 2 3 4	1 2 3 4	1 2 3 4	1 2 3 4	1 2 3 4
Build client loyalty H7	Apply QA / QC H8	Practice quality customer service H9	Develop a business plan H10	Follow legal and legislative requirements H11	Apply copyright practices H12
1 2 3 4	1 2 3 4	1 2 3 4	1 2 3 4	1 2 3 4	1 2 3 4
Develop brand image H13	Apply HR practices H14	Use e-business practices H15	Analyze market trends H16		
1 2 3 4	1 2 3 4	1 2 3 4	1 2 3 4		

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USE TECHNOLOGY
I

Select software appropriate for the task I1	Calibrate equipment I2	Use Photoshop I3	Use editing software I4	Use presentation software I5	Use word processors I6
1 2 3 4	1 2 3 4	1 2 3 4	1 2 3 4	1 2 3 4	1 2 3 4
Use spreadsheet software I7	Apply image management practices I8	Use internet I9	Use database software I10	Use graphics software I11	
1 2 3 4	1 2 3 4	1 2 3 4	1 2 3 4	1 2 3 4	

APPLY COLOUR THEORY
J

Explain colour theory J1	Adjust colour J2	Adjust density J3	Apply ICC profiles J4	Reproduce accurate colour J5	Adapt colour to output medium J6
1 2 3 4	1 2 3 4	1 2 3 4	1 2 3 4	1 2 3 4	1 2 3 4
Determine white balance J7					
1 2 3 4					