

Unit Title:	Digital photography
Level:	1
OCR unit number:	117
Credit value:	4
Guided learning hours:	30
Unit reference number:	R/600/9301

## Unit purpose and aim

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This unit helps learners to understand the basics of digital photography. It allows them to understand the concepts and rules of photography to produce photographs to a client brief and time frames and deadlines and preparation techniques to form part of the planning and creation process:

- Candidates will explore digital photography and the equipment used
- Plan to take digital photographs to a client brief
- Use a digital camera to take digital photographs
- Review the final photographs with against the original brief

The aim of this unit is for the learner to develop an awareness of the current use of digital photography in the Creative Media sector. The learner will also learn how to exploit these technologies to reach new audiences and generate revenue.

Learning Outcomes	Assessment Criteria	Knowledge, understanding and skills
1. Know how to explore photographic equipment	1.1 Explore and identify the basic rules of photography 1.2 Identify appropriate camera settings for photographic conditions 1.3 Rate the features of a range of digital cameras	<p>Basic rules of photography should include a minimum of 2, for example: rule of thirds, use of lines, frames, orientation, subject positioning</p> <p>Settings and features to include how to use zoom lenses and using built in flash. Fast shutter speeds to freeze movement. Small apertures for more depth of field</p> <p>Different types of camera to include compact and digital SLR.</p> <p>Candidates should rate the digital cameras using a minimum of 4 criteria in addition</p>

		to listing the camera used in the rating. There should be a minimum of 3 different types of camera rated e.g. SLR, compact, prosumer, mobile, digital video camera (with stills)
2 Be able to plan to take photographs	<p>2.1 Identify client requirements</p> <p>2.2 List in order the activities that you will carry out to take photographs</p> <p>2.3 List appropriate photographic equipment and camera settings</p> <p>2.4 Identify appropriate file types and formats</p> <p>2.5 List key legal issues for photography</p>	<p>Candidates should be identifying what the client required in terms of the purpose and the target audience.</p> <p>Candidates should list all the activities to be carried out in a logical order. This may change and can be commented on in their review</p> <p>Equipment list with annotated comments on reasons why suitable for the project</p> <p>Candidates should have an awareness of photography and the law</p>
3 Be able to take photographs using a digital camera	<p>3.1 Use identified photographic equipment and settings to take photographs to meet client requirements</p> <p>3.2 Check the photographs for image quality and suitability</p> <p>3.3 Transfer the photographs to a storage medium and save in planned formats</p> <p>3.4 Identify and rename the chosen photographs for a portfolio</p> <p>3.5 Create an asset list to include</p> <p>(a) file names</p> <p>(b) description</p> <p>(c) properties of photographic files</p>	<p>Take a series of photographs as planned using appropriate settings</p> <p>Use the camera features and settings to take photographs and review stored images to check image quality before leaving the photographic location</p> <p>A portfolio of 6 photographs must be supplied. These will be chosen from a larger number of photographs taken.</p>

<p>4 Understand how to review the photographs taken</p>	<p>4.1 Identify strengths and weaknesses of own work</p> <p>4.2 Compare the finished object to the original brief</p> <p>4.3 Obtain feedback on the product</p> <p>4.4 Suggest improvements for own work</p>	<p>Personal review of the final outcomes identifying the strengths and weaknesses</p> <p>Candidates should obtain feedback (this can be tutor acting as the client). Candidates should identify strengths and weaknesses and suggest how they could improve their photographs and any changes to the order of their listed activities.</p> <p>The review should identify positives and negatives relating to the finished product, rather than the creation process as this has been included in earlier evidence.</p>
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## Assessment

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Assessment will consist of the candidate producing evidence to an OCR set or centre devised brief. All the learning outcomes and assessment criteria must be clearly evidenced in the submitted work, which is remotely moderated by OCR within their e-portfolio solution.

Results will be Pass or Fail.

## Evidence requirements

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This unit aims to equip the candidate with the ability to produce work for a client to create digital photographs to a standard that meets the requirements of the brief. The candidate is able to work with the client to an agreed design brief to identify required photographs and to use the necessary tools to capture them as appropriate.

- 1 Candidates should present a report or presentation to show their understanding of digital photography and the equipment and settings used.
- 2 A plan to show that they have identified the client requirements, that they understand the appropriate equipment, rules and formats of digital photography to meet the brief. Candidates should be able to list in order the activities to be carried out to take the digital photographs.

Candidates should create sketches or drawings of ideas.

These sketches should be digitised and submitted with a planning document for moderation.

The planning document clearly meeting all the learning outcomes must be submitted for moderation.

3 Be able to take the digital photographs in line with their plan to include:

- Using identified photographic equipment and settings
- Checking the photographs for image quality and suitability
- Transferring the photographs to a storage medium and saving in the planned formats
- Identifying and renaming the chosen photographs for a portfolio

Evidence should also include a list of file names, types and properties of created files.

Candidates should submit the taken photographs and annotated screen captures in a report will also assist in evidencing their of transferring and storing the photographs.

4 Candidates should prepare a review file to compare the final photographs to the original brief and plan.

This should include feedback on the work produced, the candidate should identify strengths and weaknesses of their own work and list suggestions for improvements.

## Guidance on assessment and evidence requirements

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Candidates must produce all work to an acceptable standard.

Electronic evidence in the form of a report or presentation of research carried out to detail the investigation for the existing marketplace.

Report that incorporates, for example, client discussion, written brief, specification, end user requirements, purpose and timescales.

Screen captures will need to evidence the creation process, using an appropriate range of tools and techniques

Students should produce a personal review reflecting upon how successfully product meets the requirements of the brief, identifying any parameters and constraints that influenced their decisions identifying what they would do differently if faced by a similar task and why.

You should refer to the '*Admin Guide: Vocational Qualifications (A850)*' for *Notes on Preventing Computer-Assisted Malpractice*.

## Details of relationship between the unit and national occupational standards

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OCR Creative iMedia		Content crossover with National Occupational Standards	
Unit	Title		
117	Digital photography	IM1 PI-2 PI-3 PI-7	Work Effectively in Interactive Media Agree the Photo Imaging Brief Plan and Organise Photographic Assignments Undertake Photographic Assignments

## Resources

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Equipment: A computer system capable of running the appropriate software packages that meet the requirements of the qualification must be used. Additional resources such as cameras, microphones and props may also be required.

## Additional information

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For further information regarding administration for this qualification, please refer to the OCR document '*Admin Guide: Vocational Qualifications*' (A850).