

Unit Title:	Digital Photography
Level:	3
Sub-level:	317
Credit value:	6
Guided learning hours:	50

Unit purpose and aim

This unit helps learners to familiarise themselves with the more advanced aspects of digital photography. It allows them to understand the client brief and time frames and deadlines and preparation techniques to form part of the project planning and creation process:

- Candidates will investigate the equipment used for digital photography and discuss the features and settings of the equipment
- Create and maintain a project plan for the creation of digital photographs to the client brief
- Setup, capture and review the digital photographs
- Evaluate the final product 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 and the implications of this technology 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. Be able to investigate photographic equipment	1.1 Research and describe the current and historical concepts and principles of photography, to include <ul style="list-style-type: none"> a) photographic medium b) visual style and composition c) influential photographers 1.2 Identify camera settings for photographic conditions, including <ul style="list-style-type: none"> a) shutter speed b) aperture c) white balance 	Research should include the uses of digital images and suitable equipment for capturing high quality original photographs A minimum of 3 historical and 3 current concepts/principles should be researched. This may also include how the techniques and visual style of different photographers have influenced current styles. Historical may be considered to be more than 25 years old. Visual style and composition includes the rules of

	<p>d) ISO</p> <p>1.3 Investigate lighting control in a studio setting or outdoor location using front light, back light and fill in light as appropriate</p> <p>1.4 Explain the use of embedded colour profiles in digital camera images</p>	<p>photography such as rule of thirds, use of lines, frames, orientation and subject positioning</p> <p>Candidates should demonstrate awareness of the effect of shutter speed and aperture on exposure, image sharpness and depth of field. For example, when to use high shutter speeds to freeze movement or small apertures to maximise depth of field. How and when to use exposure compensation for different photographic subjects</p> <p>Effect of ISO on exposure settings, correct use of white balance for accurate colour reproduction.</p> <p>Lighting systems and positioning, the uses and benefits of direct and indirect (bounced) flash</p> <p>The use of embedded colour profiles as part of a colour managed workflow</p>
<p>2 Be able to plan to take photographs</p>	<p>2.1 Identify client requirements based on their brief for a range of different styles of photographic assignment</p> <p>2.2 Generate and document a range of original ideas for the photographic portfolios and review with the client, identifying different techniques and visual styles</p> <p>2.3 Create and maintain a project plan to include</p> <p>a) tasks b) timescales c) resources</p> <p>2.4 Identify appropriate camera settings and file formats for taking</p>	<p>Report that incorporates, for example, client discussion, written brief, specification, end user requirements, purpose and timescales.</p> <p>Candidates are expected to complete 3 different photographic assignments, each on a different style or theme of photography</p> <p>Equipment list with annotated comments on reasons why suitable for the project</p> <p>Demonstrate knowledge and understanding of legal and ethical issues regarding the photographs to be taken, eg copyright, trademarks, intellectual property use, model and property releases,</p>

	<p>planned photographs</p> <p>2.5 Identify key stages, production constraints and contingency planning</p> <p>2.6 Identify legal and ethical issues on all photographs to be taken</p>	<p>laws relating to photography, ethical conduct and portrayal of subject matter</p>
<p>3 Be able to take photographs using a digital camera</p>	<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 Select the images for the final portfolios from the range of photographs taken</p> <p>3.5 Identify and rename the chosen images for each portfolio</p> <p>3.6 Create an asset list to include</p> <p>a) file names</p> <p>b) description</p> <p>c) properties of photographic image 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>Photographs should be checked for sharpness at 100% scaling and all blurred images rejected</p> <p>Candidates should rate the suitability of the best images using a photographic image management application</p> <p>A portfolio of 6 photographs must be supplied for each assignment completed. These will be chosen from a larger number of photographs taken for each assignment.</p>
<p>4 Understand how to evaluate the photographs taken</p>	<p>4.1 Identify parameters and constraints that influenced the choice of equipment, camera settings, location and file format selected</p> <p>4.2 Critically evaluate the work and justify the selection of photographs submitted to the client</p> <p>4.3 Obtain and analyse</p>	<p>Critical personal evaluation, commenting on the quality of finished product and its fitness for purpose</p> <p>Obtain feedback from the client and/or the target audience</p> <p>Identify parameters and constraints that influenced decisions made. For example asset manipulation, file</p>

	<p>feedback from the client</p> <p>4.4 Identify areas for improvement and further development using your own critical evaluation and the analysis of the feedback obtained</p> <p>4.5 Review the technical and aesthetic qualities of the final outcome</p>	<p>formats, compression techniques, permission and subject matter/location, copyright, IPR, trademarks etc</p> <p>Maintain accurate written records of relevant information about assets obtained, such as source, ownership, any restrictions on use, where they are located, filenames given</p>
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Assessment

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

This unit aims to equip the candidate with the ability to produce professional 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 produce a completed product and to use the necessary tools and source the required resources as appropriate.

- 1 Candidates should present a report or presentation to show their research and investigations, discussing the equipment, settings and techniques for capturing digital photographs.
- 2 A project plan to show that they have identified and considered the client requirements, that they understand the appropriate equipment, resources and formats of digital photograph to meet the brief. Candidates should be able to produce a project plan to create and manage the digital photography project.

Candidates should create sketches or drawings of ideas.

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

The project planning document, showing workflow, tasks, timescales etc must clearly meet all the learning outcomes must be submitted for moderation.

- 3 Be able to capture the digital photographs in line with their plan to include:
 - Use identified photographic equipment and settings to take photographs to meet client requirements

- Check the photographs for image quality and suitability
- Transfer the photographs to a storage medium and save in planned formats
- Select the images for the final portfolios from the range of photographs taken
- Identify and rename the chosen images for each portfolio
- Create an asset list to include
 - a) file names
 - b) description
 - c) properties of photographic image files

Candidates should submit the edited files and annotated screen captures in a report will also assist in evidencing their activities.

- 4 Candidates should prepare an evaluation file to compare the finished product to the original brief and plan.

This should include the identification of any parameters and constraints that influenced decisions that were made e.g. file formats, asset manipulation, software and hardware constraints, copyright permissions, a critical evaluation of the quality of the finished products, their fitness for purpose and justifying the choices made.

An evaluation of the digital photographs with the client must be recorded, feedback logged and analysed.

In this critical evaluation candidates should also identify areas for improvement and further development of the digital photographs using their own critical evaluation and the analysis created from the client feedback.

Guidance on assessment and evidence requirements

Candidates must produce all work to an acceptable standard and meet all the identified assessment objectives and learning outcomes.

A report that incorporates, for example, client discussion, written brief, specification, end user requirements, purpose and timescales must be submitted.

Screen captures of the finished product do not evidence the planning process.

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

Candidates should submit files created at all stages of the process to include the final product. This evidence should be provided in compressed digital formats.

Students should produce a critical evaluation reflecting upon how successfully the product meets the requirements of the brief, identifying any parameters and constraints that influenced their decisions. (e.g. file formats, asset manipulation, software and hardware constraints, copyright permissions) 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

OCR Creative iMedia		Content crossover with National Occupational Standards	
Unit	Title		
317	Digital photography	IM1 PI – 2 PI-3 PI – 7 PI 1	Work Effectively in Interactive Media Agree the Photo Imaging Brief Plan and Organise Photographic Assignments Undertake Photographic Assignments Apply Copyright and Other Laws Relating to Usage and Licensing of Images

Resources

Equipment: A computer system capable of running a range software packages that will enable the candidate to meet the requirements of the client must be used. Other equipment may include cameras, microphones and props.

Additional information

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