



Accredited

OCR LEVEL 3 CAMBRIDGE TECHNICAL CERTIFICATE/DIPLOMA IN ART AND DESIGN

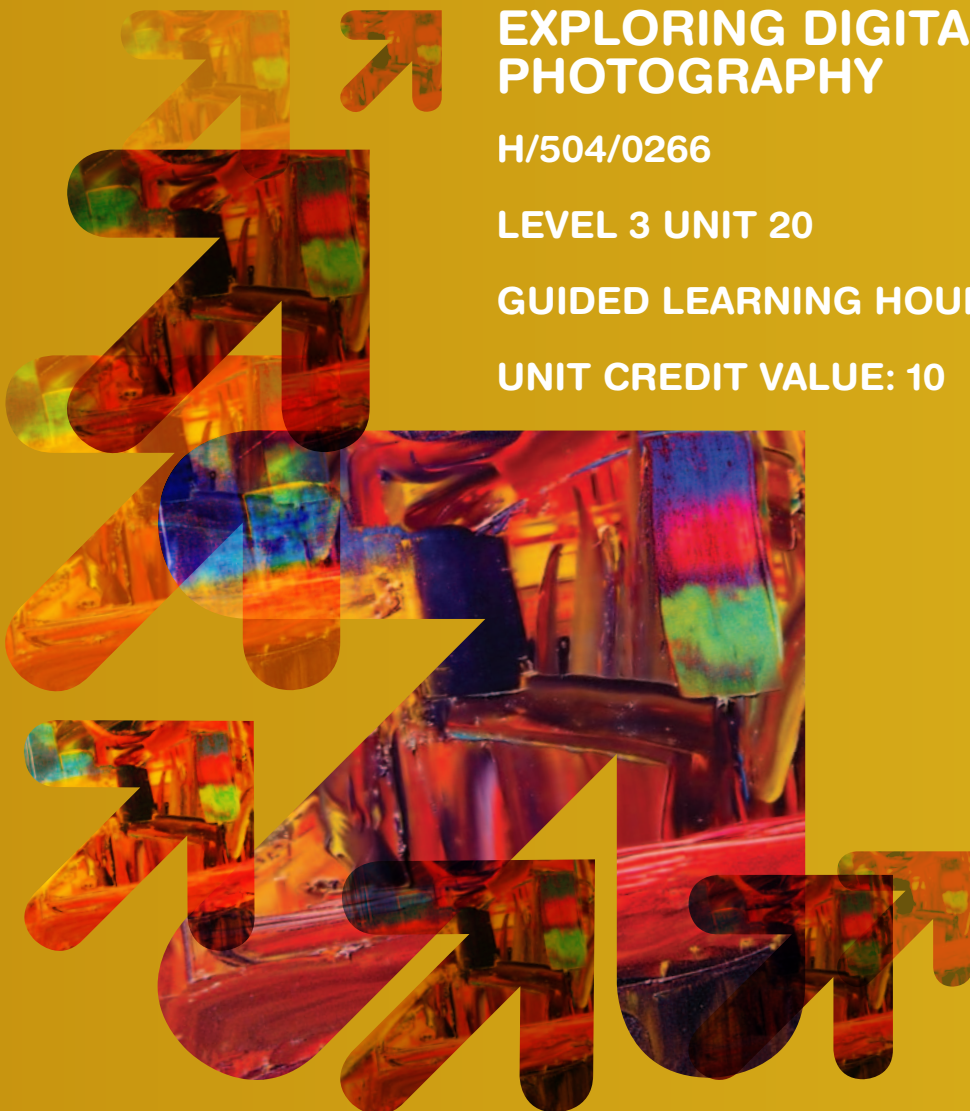
EXPLORING DIGITAL PHOTOGRAPHY

H/504/0266

LEVEL 3 UNIT 20

GUIDED LEARNING HOURS: 60

UNIT CREDIT VALUE: 10



EXPLORING DIGITAL PHOTOGRAPHY

H/504/0266

LEVEL 3

AIM OF THE UNIT

By completing this unit, learners will understand the operating controls of a digital camera. They will understand how to take digital photographs, and will understand how to use camera controls to produce final images. Learners will also understand the use of framing, composition and lighting when taking digital photographs, and will understand how digital editing and manipulation techniques can be used to produce alternative photographic outcomes.

ASSESSMENT AND GRADING CRITERIA

Learning Outcome (LO)	Pass	Merit	Distinction
The learner will:	The assessment criteria are the pass requirements for this unit.	To achieve a merit the evidence must show that, in addition to the pass criteria, the learner is able to:	To achieve a distinction the evidence must show that, in addition to the pass and merit criteria, the learner is able to:
	The learner can:		
1 Understand the operating controls of a digital camera	P1 Learners produce their own competent digital unedited photographic images and supportive text to demonstrate an understanding of the following: a) shutter speed priority b) aperture priority c) manual priority d) depth of field e) ISO	M1 Learners effectively use manual camera settings to take good quality unedited photographic images. They explore and compare the potential and limitations of different types of digital cameras. They effectively use a range of different digital cameras to produce good quality unedited photographic images.	
	P2 Learners produce their own competent unedited digital photographic images and supportive text to demonstrate an understanding of: a) appropriate use of pre-set creative settings b) appropriate use of manual settings c) format and size d) resolution and quality		
2 Understand the use of framing and composition when taking digital photographs	P3 Learners produce their own competent unedited digital photographic images and informative text to demonstrate an understanding of: a) framing b) composition c) rule of thirds d) subject placement e) vantage point		
3 Understand the use of lighting when taking digital photographs	P4 Learners produce their own competent unedited photographic images and informative text to demonstrate an understanding of how the following impact on digital photographs: a) natural light b) artificial light c) quality of light d) direction of light	M2 Learners demonstrate their understanding of creative lighting techniques by taking good quality unedited photographs in different lighting situations. They demonstrate how different lighting can create atmosphere within a photograph.	
4 Be able to use digital editing and manipulation techniques to alter digital photographs	P5 Learners produce their own competent digital photographic images with supportive text to demonstrate their use of digital editing to alter their own photographic images	M3 Learners produce their own good quality digital images with supportive text to explain how they have used at least two complex digital manipulation techniques	D1 Learners produce a wide ranging portfolio of original digital photographic images. The images produced are generally of a high quality and display a thorough understanding of digital photographic techniques and processes

TEACHING CONTENT

The unit content describes what has to be taught to ensure that learners are able to access the highest grade.

Anything which follows an i.e. details what must be taught as part of that area of content.

Anything which follows an e.g. is illustrative, it should be noted that where e.g. is used, learners must know and be able to apply relevant examples to their work though these do not need to be the same ones specified in the unit content.

Understand the operating controls of a digital camera

Consider, for example:

- operating basic controls of a range of cameras e.g. automatic/manual/SLR
- depth of field controlled test
- making appropriate choices e.g. ISO, exposure, combination of aperture/shutter

Consider taking the digital photographs for this in response to a set theme e.g. portraiture, landscape, nature etc.

Consider safe working practices.

Be able to use digital editing and manipulation techniques to alter digital photographs

Consider:

- multiple images
- digital editing and manipulation e.g. layering, blending
- consider safe working practices and health and safety requirements.

Understand the use of framing and composition when taking digital photographs

In response to a theme (e.g. street photography, figures in landscapes etc.) consider, for example:

- rule of thirds
- foreground/background balance
- perspective
- different view points.

Understand the use of lighting when taking digital photographs

Consider, for example

- low/high lighting e.g. candle, flash
- available lighting e.g. natural, street lights
- studio lighting e.g. diffused, reflected
- use of reflectors and filters
- safe use of lighting.

DELIVERY GUIDANCE

This unit is centre-assessed and externally moderated.

In order to achieve this unit, learners must produce a portfolio of evidence showing that they can meet all the pass grading criteria.

Portfolios of work must be produced independently. Portfolios put forward for moderation must be available for the OCR Visiting Moderator to access freely during the moderation visit, along with witness statements and any other necessary supporting documentation.

Centres must confirm to OCR that the evidence produced by learners is authentic.

In order to achieve this unit, learners must produce evidence that meets all the pass grading criteria. There are no other additional requirements for this unit.

This unit focuses on the learner gaining an understanding of how to use the camera to take original photographs, developing an understanding of all the controls and principals involved.

For the purposes of **P1/P2/P3/P4/M1/M2** 'unedited' images refers to those original photographs taken by learners that have been transferred from camera to computer. The images must not have been resized, cropped, enhanced or manipulated.

P5/M4/D1 provide opportunities for learners to use editing and manipulation techniques to alter and develop their own final images.

Evidence for this unit could be the production of a basic photographic manual using a series of images supported by annotated studies that illustrate and explain how cameras can be used to produce digital photographic images. By applying the important basic principles of photography to the production of a handbook/manual, the learner will develop an understanding that can be usefully applied to other units in the photography pathway.

The learner's final presentation should be suitably bound or presented using for example, a sketchbook, flip file or internet provider e.g. Blurb, Apple iPhoto, PhotoBox etc. and should

be supported by evidence of wider investigation/research/development/unused images etc.

The learner should employ any suitable techniques to produce the annotated studies/illustrations but should concentrate on the use of original text and image to support their work. Photographic images should be carefully selected to identify the most suitable for each assessment criteria.

Assessment criteria could be satisfied through appropriate evidence for each section/chapter of the manual/handbook, for example:

- How to use digital cameras (photographic images and supportive text covering shutter speed, aperture, depth of field)
- Producing digital photographic images (photographic images and supportive text covering the process)
- Composing photographic images (theme based images demonstrating framing, composition and subject placement, using photographic images and supportive text)
- Lighting photographic images (photographic images and supportive text demonstrating how different lighting can be used to enhance images)
- Understanding alternative photographic technique (photographic images and supportive text used to explain alternative photographic technique).

RESOURCES

This section provides suggestions of suitable resources. The list is neither prescriptive nor exhaustive, and learners should be encouraged to gather information from a variety of sources.

Some suggested resources are intended for Tutor use. The resources in this section were current at the time of production.

Books

Hedgecoe, John. (2008)	<i>The New Manual of Photography</i> DK Publishing Inc
Langford, Michael.	<i>Langford's Basic Photography, Eighth Edition: The Guide for Serious Photographers</i> Focal Press
Beardsworth, John.	<i>Photoshop Fine Art Effects Cookbook</i> O'Reilly Media ISBN: 978-0-596-10062-9
Editors of Life magazine	<i>100 Photographs That Changed the World</i> Life ISBN-10: 1931933847
Hoy, Anne H.	<i>The Book of Photography: The History, the Technique, the Art, the Future</i> National Geographic ISBN-10: 0792236939
Dawber, Martin.	<i>Pixel Surgeons: Extreme Manipulation of the Figure in Photography</i> MITCH ISBN-10: 1845331575
Phillips, Sandra S.	<i>Martin Parr</i> Phaidon Press Ltd ISBN-10: 0714845280

LINKS TO NOS

Skillset – Photo Imaging (2007)

PI – 7 Undertake photographic assignments

PI – 12 Process exposed films

PI – 13 Print photographic images by hand

PI – 16 Undertake technical adjustment of images

ENTO – Health and Safety Standalone Units

HSS1 Make sure your own actions reduce risks to health and safety



CONTACT US

Staff at the OCR Customer Contact Centre are available to take your call between 8am and 5.30pm, Monday to Friday.

We're always delighted to answer questions and give advice.

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