

Unit Title: Digital photography
 Level: 2
 OCR unit number: 217
 Credit value: 5
 Guided learning hours: 40
 Unit reference number: D/600/9303

Unit purpose and aim

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

- Candidates will explore different techniques of digital photography and the equipment used
- Plan digital photographs to the client brief
- Take, review and transfer the digital photographs
- Review the final portfolio 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 and techniques	1.1. Investigate the capabilities and limitations of different types of digital camera 1.2 Describe good image composition and a range of the rules of photography 1.3 Explore the techniques, exposure controls and lighting for particular subjects such as sports, portraits, landscapes, night	Compare the capabilities of a minimum of 3 different types of cameras such as SLR, compact, prosumer, mobile phone, digital video cameras. The limitations of digital camera image quality should be identified in terms the number of pixels, lens type and size of sensor A minimum of 3 rules of photography for example, rule of thirds, use of lines, frames, orientation, subject positioning Lighting may include artificial

		<p>studio lights, natural lighting, use of flash or reflectors both indoor and outdoor</p> <p>Candidates are expected to know how exposure is chosen using a combination of shutter speed and aperture.</p> <p>Candidates should demonstrate their understanding of when to use fast shutter speeds (e.g. for moving subjects such as sports) to freeze movement. Candidates should also demonstrate their understanding of when to use small apertures for wider depth of field</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 Produce a work plan for the photographic assignment; to include</p> <ul style="list-style-type: none"> a) workflow b) timescales c) resources <p>2.3 Plan the original photographs to be taken, including the location, composition and equipment for a range of assignments</p> <p>2.4 Identify camera settings and appropriate image file formats for photographic capture</p> <p>2.5 Identify any legal issues for all photographs to be taken</p>	<p>Two different styles of photography must be included, such as:</p> <p>Sports, portraiture, landscape, night, macro, still life, nature, event/occasion</p> <p>Candidates are expected to complete 2 different photographic assignments, each on a different style of photography</p> <p>Equipment list with annotated comments on reasons why suitable for the project</p> <p>File formats to include jpg, tiff and RAW</p> <p>The workflow to cover the editing and storage of the assets and final work, including any working file formats and how these differ from the requirements of the end user.</p> <p>Demonstrate knowledge and understanding of copyright, model and property releases</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> <ul style="list-style-type: none"> a) file names b) description c) properties of photographic image files 	<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 for each assignment. These will be chosen from a larger number of photographs taken for each assignment.</p>
<p>4. Understand how to review the photographs taken</p>	<p>4.1 Critically review the chosen photographs with the client and record feedback</p> <p>4.2 Describe the quality of the chosen photographs</p> <p>4.3 Explain the fitness for purpose of the chosen photographs</p> <p>4.4 Identify parameters and constraints that influenced decisions made</p> <p>4.5 Produce accurate written records of relevant information about assets obtained such as</p> <ul style="list-style-type: none"> a) source ownership b) any restrictions on use c) where they are located, filenames given 	<p>Critical personal review, commenting on the quality of finished product and its fitness for purpose</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> <p>Candidates should review the photographs against the original brief and obtain feedback from their client. They should identify any parameters and constraints that influenced their decisions. For example asset manipulation, file 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</p>

		source, ownership, any restrictions on use, where they are located, filenames given
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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 work for a client to take 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 understanding of the techniques and equipment used in digital photography.

- 2 A plan to show that they have identified the client requirements, that they understand the appropriate equipment, resources and formats of digital photographs to meet the brief. Candidates should be able to produce a work plan for the digital photographs to create the digital portfolio.

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 produce the digital photographs in line with their plan to include:
 - Use identified photographic equipment and settings to take photographs to meet client requirements
 - Setting up and taking the photographs
 - Checking the taken photographs for image quality and suitability
 - Transferring the photographs to a storage medium and save in planned formats
 - Selecting the images for the final portfolios from the range of photographs taken and justifying choices

- Identifying and renaming the chosen images for each portfolio
- Creating an asset list to include
 - a) file names
 - b) description
 - c) properties
- of photographic image files

Evidence should also include a list of file names, types and properties of created 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 a review 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 review of the quality of the finished products and their fitness for purpose. A review of the photographs with the client must be recorded and a record of feedback.

In this critical review candidates should also identify areas for improvement and further development of the pre-production documents and process.

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 a compressed digital format.

Students should produce critical review reflecting upon how successfully 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		
217	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

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.

Additional information

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