

Higher National Unit Specification

General information for centres

Unit title: Photography: Corporate

Unit code: DW80 34

Unit purpose: This Unit is designed to enable the candidate to research, produce and present a series of corporate images. The candidate will also develop skills and understanding of the techniques of working in the uncontrolled industrial and commercial environment.

On completion of this Unit the candidate should be able to:

- 1 Research historical and/or contemporary industrial/corporate images.
- 2 Produce a methodology and costing with regard to a given brief.
- 3 Produce corporate images.
- 4 Present finished corporate images.

Credit points and level: 2 HN Credit at SCQF level 7: (16 SCQF credit points at SCQF level 7*)

**SCQF credit points are used to allocate credit to qualifications in the Scottish Credit and Qualifications Framework (SCQF). Each qualification in the Framework is allocated a number of SCQF credit points at an SCQF level. There are 12 SCQF levels, ranging from Access 1 to Doctorates.*

Recommended prior knowledge and skills: Candidates should have a basic knowledge of camera/lighting skills. Candidates should have good interpersonal skills.

These could be exemplified by the following Units:

| | |
|---------------------------------------|----------------|
| <i>Photography: Camera Techniques</i> | <i>D955 12</i> |
| <i>Photography: Portraiture</i> | <i>D0MR 12</i> |
| <i>Architectural Photography</i> | <i>D68H 04</i> |

Core Skills: There are opportunities to develop the Core Skills of Problem Solving, Communication, Numeracy and Working with Others and at SCQF level 6 in this Unit, although there is no automatic certification of Core Skills or Core Skills components.

Context for delivery: If this Unit is delivered as part of a Group Award, it is recommended that it should be taught and assessed within the subject area of the Group Award to which it contributes.

General information for centres (cont)

Assessment: This Unit can be assessed holistically by a portfolio of evidence generated by the four Outcomes. Much of the evidence should arise naturally out of the set brief but may also include reflective statements by the candidate on his/her experience related to the work produced and previous research.

Outcome 1 will be assessed by the production of an annotated workbook. There should be a minimum of ten examples of corporate/industrial styles with at least two examples showing corporate portraiture.

The candidate will be assessed in Outcome 2 by the production of a methodology and costing for the brief.

In Outcome 3 the candidate will be assessed on the images produced for the given brief.

For Outcome 4 the candidate will present the finished images.

The sections of the Unit stating the Outcomes, knowledge and/or skills, and Evidence Requirements are mandatory.

Higher National Unit specification: statement of standards

Unit title: Photography: Corporate

Unit code: DW80 34

The sections of the Unit stating the Outcomes, knowledge and/or skills, and Evidence Requirements are mandatory.

Where evidence for Outcomes is assessed on a sample basis, the whole of the content listed in the knowledge and/or skills section must be taught and available for assessment. Candidates should not know in advance the items on which they will be assessed and different items should be sampled on each assessment occasion.

Outcome 1

Research historical and/or contemporary corporate/industrial images

Knowledge and/or skills

- ◆ Corporate Photography
- ◆ Lighting Techniques
- ◆ Composition
- ◆ Context

Evidence Requirements

Candidates will need to provide evidence to demonstrate their knowledge and/or skills by showing that they can produce an annotated workbook containing;

- ◆ a minimum of 10 different examples of corporate/industrial photography, two of which must be corporate portraiture

Work produced out-with controlled conditions must be subject to authentication by the Tutor.

The assessment for this Outcome can be combined with Outcomes 2, 3, and 4. Details of which are given under Outcome 4.

Outcome 2

Produce a methodology and costing with regard to a given brief

Knowledge and/or skills

- ◆ Planning
- ◆ Logistics
- ◆ Health and safety requirements
- ◆ Costing

Higher National Unit specification: statement of standards (cont)

Unit title: Photography: Corporate

Evidence Requirements

Candidates will need to provide evidence to demonstrate their knowledge and/or skills by showing that they can, with reference to a brief, produce a methodology and costing. This should include:

- ◆ interpretation of given brief
- ◆ effective planning of the assignment which is logistically achievable
- ◆ a costing based on the brief
- ◆ justification for use of equipment and materials

Assessment guidelines

The candidate will have to produce a document which interprets the clients brief, is achievable and is costed accurately. The document will include imaginative visual design solutions to the clients brief and, fees equipment hire, brought in services, equipment hire.

Outcome 3

Produce corporate images to the given brief

Knowledge and/or skills

- ◆ Selection and use of equipment
- ◆ Exposure calculation
- ◆ Interpersonal skills
- ◆ Lighting, composition and viewpoint

Evidence Requirements

Candidates will need to provide evidence to demonstrate their knowledge and/or skills by producing one portrait in accordance with clients brief. Candidates should also produce a minimum of five images showing the range of the corporate activity. All the images must be shot on location. The following points must be achieved:

- ◆ the agreed timelines are adhered to
- ◆ the setting is appropriate to the clients brief
- ◆ the person is portrayed in a manner appropriate to the clients requirements
- ◆ composition and lighting must achieve the effect required
- ◆ images must be technically competent

Assessment guidelines

The assessment can be combined with Outcomes 1, 2, 3 and 4 as part of a single assessment instrument for this Unit.

Higher National Unit specification: statement of standards (cont)

Unit title: Photography: Corporate

Outcome 4

Present corporate images

Knowledge and/or skills

- ◆ Presentation Media
- ◆ Presentation skills

Evidence Requirements

Candidates will need evidence to demonstrate their knowledge and skills showing that they can:

- ◆ choose an appropriate medium and present the images produced for Outcomes 2 and 3 in a manner appropriate to the selected medium

Candidates will be expected to comment on composition, lighting, style and content and make comparisons with evaluations made during Outcome 1.

Assessment guidelines

The holistic assessment would require the candidates to produce a series of corporate images to a client brief.

Each image should apply the most suitable combination of lighting and composition for the brief.

All the images should show technical competence. Outcome 2 would be incorporated to compliment Outcome 3.

Images should be presented in an appropriate manner. Images should be retouched where necessary and mounted or presented in a appropriate manner.

The candidate should give an oral presentation and evaluation of his/her work. S/he should state their visual intentions for each image and evaluate the quality and techniques involved and reflect on the general experience of the Unit.

The candidates' evaluation should make reference to the research already carried out in the production of the workbook in Outcome 1. The workbook should show the candidates evaluation of the illustration commenting on composition lighting style and content.

Administrative Information

Unit code: DW80 34
Unit title: Photography: Corporate
Superclass category: KE
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History of Changes:

| Version | Description of change | Date |
|---------|-----------------------|------|
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Higher National Unit specification: support notes

Unit title: Photography: Corporate

This part of the Unit specification is offered as guidance. The support notes are not mandatory.

While the exact time allocated to this Unit is at the discretion of the centre, the notional design length is 80 hours.

Guidance on the content and context for this Unit

This Unit is intended for candidates who are taking a qualification in Photography at Higher National Level. It may also be taken by candidates in relevant employment wishing to develop and/or enhance their employment skills. It is likely to be easier for individuals if the practical work is undertaken by working in pairs. This will be achieved with each candidate working as an assistant.

The focus on Outcome 1 should be on sources of research (e.g. professional photographers, internet, reports, magazines, books etc). The research should be collated in the form of a workbook, with at least 10 examples, 2 of which must be corporate portraiture, with evaluative comments.

For Outcome 2 the candidate will need to know how to interpret a brief, calculate time, identify resource requirements and cost for corporate photography. For Outcome 3 the candidate will produce a series of images to show the range of activities and include at least one portrait. They will have to be aware of location safety and working within the law. Outcome 3 and 4 could be linked to Outcome 2.

For Outcome 4 the candidate would present their own images usually by an oral presentation with class and Tutors present.

Guidance on the delivery and assessment of this Unit

The Unit is a core part of the HNC/HND Photography. Candidates will need guidance from the centre to ensure a suitable approach for each assignment.

Many of the skills achieved in this Unit will be transferable to other photography Units.

Candidates should be given the opportunity to gather research information for themselves and they should be encouraged to make use of relevant websites and other resources while it would be useful to encourage guest speakers to have some input to the delivery of this Unit, it is appreciated that visits of this kind are often difficult to coordinate and integrate. However, input from current practitioners is encouraged wherever possible.

The candidate will be expected to identify a client, organise a visit to the client to negotiate the assignment requirements. From this information the candidate should generate a costing. The candidate should identify, organise and check all equipment required to carry out the agreed assignments.

The candidate should be aware and take cognisance of all safety regulation and issues relating to the selected environment. They should also demonstrate the application of specialist techniques required for corporate/industrial photography.

A candidate centred approach should be adopted at all times.

Higher National Unit specification: support notes (cont)

Unit title: Photography: Corporate

Opportunities for developing Core Skills

All elements of the Core Skill of Problem Solving, namely planning and organising, critical thinking, and reviewing and evaluating could be developed and enhanced as the practical work for the Unit is undertaken. Candidates need to analyse the issues inherent in assuring that each image is consistent with a specific brief and convey an appropriate company image. They should identify and consider the brief in detail, including the implications of budgets, time constraints resources available, and analyse the significance of each before exploring an appropriate strategic approach. Creative interpretation of briefs and selection of appropriate media will provide opportunities to develop problem solving skills to a sophisticated level. Evaluation of all stages of proposed design solutions and their potential and actual impact will be on-going and formally justified and explained in the presentation for Outcome 3.

Although communication skills are not formally assessed candidates should be expected to access a wide range of comparative examples and reviews, to produce and present written and oral work to a professional standard, and to communicate essential ideas and concepts effectively. Terminology and spelling used in annotation should be technically accurate. Candidates should have formative opportunities to practise oral presentations to achieve the necessary pace and audibility, and to learn how to respond to in depth questioning from peers. The availability of suitable software to support effective professional presentation could further assist the development of skills in the use of technology.

As they work with others to undertake agreed corporate briefs, skills in co-operative working and negotiation will be developed. Candidates should be made aware of techniques to put subjects at ease, or to create appropriate environments, using reflective listening and non-verbal communication, including making eye contact and relaxed body language. They should know how to initiate actions confidently and in a way that progresses communication, and continually review and adapt their approaches to produce desired effects.

Numeracy will be used as a working tool as candidates undertake calculations for costing within budgets agreed, and apply the range of calculations involved in composition, lighting, exposure and lighting ratios to meet desired effects in a cohesive corporate style. Some candidates may benefit from support, such as software packages, to enhance Numeracy skills.

Open learning

If this Unit is delivered by open learning methods, additional resources will be required for candidate support, assessment and quality assurance. For further information and advice please refer to the SQA guide: *Assessment and Quality Assurance for Open and Distance Learning (A1030), February 2001*

Candidates with disabilities and/or additional support needs

The additional support needs of individual candidates should be taken into account when planning learning experiences, selecting assessment instruments or considering alternative Outcomes for Units. For information on these, please refer to the SQA document *Guidance on Alternative Assessment Arrangements for Candidates with Disabilities and/or Additional Support Needs*, which is available on SQA's website: www.sqa.org.uk.

General information for candidates

Unit title: Photography: Corporate

This Unit is designed to enable the candidate to demonstrate s/he can plan, cost, produce, and present a series of corporate images. You will also be able to research different styles of corporate/industrial images.

You will research corporate/industrial images.

The research should be collated in an annotated workbook which will contain a minimum of 10 examples of corporate/industrial photography, two of which must be corporate portraits.

The research can include professional photographers, books, corporate reports, internet, magazines etc.

You will investigate a given brief and produce a methodology and costing for the assignment.

You will produce a minimum of at least five images to illustrate the activities of the organisation.

You will also be required to produce one corporate portrait on location.

You will be involved in the planning, selection of equipment, setting up equipment, lighting etc and organising people.

You will be required to produce imaginative visual responses to the given brief.

You will select and finish the final images to be presented.

You will present your final work,