

## Higher National Unit Specification

### General information for centres

**Unit title:** Photography: Fashion

**Unit code:** DW85 35

**Unit purpose:** This Unit is designed to enable the candidate to demonstrate research, produce, present and evaluate a series of Fashion images produced in the studio and location. The candidate will research and evaluate different styles of historical and/or contemporary Fashions.

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

- 1 Research and evaluate historical and/or contemporary images.
- 2 Produce images to a specified layout and brief.
- 3 Produce images to negotiated briefs in the studio and on location.
- 4 Present and evaluate finished images.

**Credit points and level:** 2 HN Credit at SCQF level 8: (16 SCQF credit points at SCQF level 8\*)

*\*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 skills, lighting skills and studio work practices. Candidate should have good interpersonal skills.

These can be exemplified by the following Units:

<i>Basic Studio Photography</i>	<i>D0MP 12</i>
<i>Photography: Introduction to Portraiture</i>	<i>D16X 11</i>
<i>Photography: Portraiture</i>	<i>D0MR 12</i>
<i>Photography: Camera Techniques</i>	<i>D955 12</i>

Candidates who have gained these skills through work experience may take this Unit to develop and/or enhance their skills

**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.

## **General information for centres (cont)**

**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.

**Assessment:** The assessment for this Outcome could be combined with Outcomes 2 and 3 as part of a single assessment instrument for this Unit, details of which are given under Outcome 4.

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: Fashion

**Unit code:** DW85 35

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 and evaluate historical and/or contemporary fashion images

#### **Knowledge and/or skills**

- ◆ Fashion Genres
- ◆ Composition
- ◆ Context
- ◆ Evaluative communication

#### **Evidence Requirements**

Candidates will need evidence to show that they can produce an annotated evaluative workbook. The workbook must contain:

- ◆ a minimum of 10 examples of fashion images showing more than one style and from more than one source
- ◆ an evaluation of the selected imagery

#### **Assessment guidelines**

The assessment for this Outcome could be combined with Outcomes 2 and 3 and 4 as part of a single assessment instrument for this Unit, details of which are given under Outcome 4.

### **Outcome 2**

Produce fashion images to specified layout and brief

#### **Knowledge and/or skills**

- ◆ Location
- ◆ Layout
- ◆ Brief
- ◆ Logistical Planning
- ◆ Exposure calculation and control
- ◆ Lighting, composition and viewpoint

## **Higher National Unit specification: statement of standards (cont)**

**Unit title:** Photography: Fashion

### **Evidence Requirements**

Candidates will need to provide evidence to demonstrate their knowledge and/or skills by showing that they can produce:

- ◆ a minimum of four fashion images to a specified layout

These images must show that the exposure and/or lighting ratios are correct for the desired effect for the brief; that model release forms are used where applicable.

Images must meet the requirements of the brief, and that composition must achieve the effect identified in the layout.

### **Assessment guidelines**

The assessment for this Outcome can be combined with Outcome 1, 3 and 4 as part of a single assessment instrument for this Unit. Further details can be found under assessment guidelines for Outcome 4.

## **Outcome 3**

Produce images to negotiated briefs in the studio and on location

### **Knowledge and/or skills**

- ◆ Editorial and Fashion Photography
- ◆ Location and studio
- ◆ Equipment
- ◆ Exposure calculation and control
- ◆ Model release forms
- ◆ Working with others
- ◆ Lighting, composition and viewpoint

### **Evidence Requirements**

Candidates will need to provide evidence to demonstrate their knowledge and/or skills by showing that they can produce:

- ◆ three negotiated briefs, one of which must be editorial in approach. Candidates will interpret these briefs and the following points must be achieved across the series:
  - creativity in connection with the negotiated brief
  - cohesive style must be achieved in the editorial brief
  - a range of lighting techniques
  - the exposure and/or lighting ratios must achieve the desired effect for each brief
  - model release forms must be used where appropriate
  - images must be consistent with the brief
  - at least one brief must be produced in the studio and one on location

## **Higher National Unit specification: statement of standards (cont)**

**Unit title:** Photography: Fashion

### **Assessment guidelines**

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

### **Outcome 4**

Present and evaluate finished images

### **Knowledge and/or skills**

- ◆ Presentation Media
- ◆ Evaluative skills
- ◆ Presentation skills

### **Evidence Requirements**

Candidates will need to provide evidence to demonstrate their knowledge and/or skills by showing that they can:

- ◆ choose a medium and present images produced for Outcomes 2 and 3
- ◆ evaluate imagery produced for each brief

### **Assessment guidelines**

The candidate's evaluation for Outcome 4 should make reference to the research carried out in the production of the workbook for Outcome 1. The workbook should show examples of historical and/or contemporary fashion images. It should also contain the candidate's evaluation of the imagery commenting on composition, lighting, style and context.

If holistic assessment is used, all briefs should be given or negotiated prior to evaluative research activities.

Candidates should be encouraged to be creative in producing their imagery while giving full consideration of the briefs.

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

## Administrative Information

**Unit code:** DW85 35  
**Unit title:** Photography: Fashion  
**Superclass category:** KE  
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### History of Changes:

Version	Description of change	Date

**Source:** SQA

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## **Higher National Unit specification: support notes**

### **Unit title:** Photography: Fashion

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 skills. It is likely to be easier for individuals if the practical work of fashion photography is undertaken by working in pairs. This could be achieved with each candidate taking turns to work as an assistant.

The focus on Outcome 1 should be on sources of research (eg exhibitions, photographers, internet, magazines, books etc). The research should be collated in the form of a workbook, with a minimum of ten annotated examples together with evaluative comments. A proportion of the sourced images may come from other media such as painting/illustration if the candidate wishes.

For Outcome 2 a specific series of fashion images should be produced to a given layout and brief. The candidate should be able to set up a studio and also organize a location shoot. They should be able to use the equipment and lighting to realise the intended style. The candidate should be able to organize people in the studio and on location for fashion photography. The layout could be in a diagrammatic or photo-copied template which should not be altered by the candidate.

For Outcomes 3 and 4 the candidate should negotiate briefs, and present their own images, either in physical or electronic form, which will include a presentation with class and Tutors present. The negotiated briefs for Outcome 3 should relate to earlier research carried out for Outcome 1.

### **Guidance on the delivery and assessment of this Unit**

This Unit is an optional part of the HNC/D Photography. Candidates will require guidance from the centre to ensure they adopt a suitable approach for each assessment.

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 them 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.

A candidate centred approach should be adopted at all times. Since the main emphasis of the Unit lies in Outcomes 2 and 3, approximately 70–75% of the time should be allocated to this area.

Prior to final evaluation of their work in Outcome 4, candidates are encouraged to use reflective practice.

## Higher National Unit specification: support notes (cont)

**Unit title:** Photography: Fashion

### *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. They should identify and consider variables, including 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 assessed.

Support in developing an effective research strategy for accessing and evaluating paper based and electronic sources of complex information on fashion images will be of value. The production and discussion of initial drafts for the completed workbook is a useful way to ensure the development of skills in presentation and collation of relevant materials. Although communication skills are not formally assessed candidates should be expected to produce and present written and graphic work to a professional standard, and to communicate essential ideas and concepts effectively. Terminology and spelling used in annotation should be technically accurate, and 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 a series of 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 modify and adapt their approaches to produce desired effects.

Numeracy will be used as a working tool as candidates undertake and apply the range of calculations involved in composition, lighting, exposure and lighting ratios to meet desired effects in a cohesive style.

### **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](http://www.sqa.org.uk).



## **General information for candidates**

### **Unit title:** Photography: Fashion

This Unit is designed to enable you to research, produce, present and evaluate a variety of images for use in the fashion industry, produced in the studio and on location. You will also be able to research and evaluate different styles of historical and/or contemporary fashion images.

In Outcome 1 you will research historic and/or contemporary fashion images and evaluate the different approaches to fashion photography.

The research will be collated in an annotated workbook and this will include 10 different examples with evaluative comments in all of the sourced images.

The research can include exhibitions, photographers, model agencies, books, internet, magazines etc.

In Outcome 2 you will need to complete an assignment to an exact layout.

For Outcomes 2 and 3 it is advisable to work in pairs alternating the roles of photographer and assistant.

In Outcome 3 you will be required to complete three separate fashion photography assignments.

All will be negotiated with the Tutor. One will be in the studio and one will be on location.

You will manage the planning of the session, including selection of equipment, setting up lighting and props and organising people.

Model release forms should be completed where appropriate. You will select and finish the final images in accordance with each brief.

In Outcome 4 you will present and evaluate your final work.