

## Higher National Unit specification

### General information for centres

**Unit title:** Photography: Professional Studies

**Unit code:** F1T7 36

**Unit purpose:** This Unit is designed to give candidates opportunities to critically analyse their chosen area of photography and to assist them to practice in this area professionally. Candidates will develop a critical awareness of the opportunities and responsibilities for practitioners in photography by exploring different types of employment, demonstrating self-promotion techniques and researching business opportunities. Candidates will also develop an understanding of current legislation and ethical practice.

On completion of the Unit candidates should be able to:

- 1 Critically analyse trends within a specific area of professional photography.
- 2 Demonstrate a range of personal marketing strategies.
- 3 Critically analyse current legislation and ethical practice relating to photography.

**Credit points and level:** 1 HN credit at SCQF level 9: (8 SCQF credit points at SCQF level 9\*)

*\*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 well developed visual communication and inter-personal skills and be able to demonstrate the ability to think analytically and creatively. Candidates should be able to work independently and have competent technical photographic skills and aesthetic judgement, preferably having already achieved the HND in Photography. Candidates with a similar qualification and/or relevant professional experience may also be considered.

**Core Skills:** There are opportunities to develop the Core Skill(s) of Communication at SCQF level 6, Problem Solving at SCQF level 6 and Information Technology 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:** Outcomes 1 and 3 of this Unit are assessed by critically analytical tasks. Outcome 2 is assessed by the production of self-promotion material.

The Unit is suitable for the holistic assessment of Outcomes 1 and 3. Outcome 2 is a significantly different task, which may more appropriately be assessed independently of the other two Outcomes. All three Outcomes may be assessed using a workbook approach. The workbook could include different types of evidence to cover all the Outcomes.

Candidates may negotiate an alternative method of assessment with their tutor.

## **Higher National Unit specification: statement of standards**

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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**

Critically analyse trends within a specific area of professional photography

#### **Knowledge and/or Skills**

- ◆ Key data sources
- ◆ Current and emerging trends within the profession
- ◆ Professional standards
- ◆ Relevance of particular trends to own specialist area
- ◆ Health and safety
- ◆ Insurance
- ◆ SWOT (strengths, weaknesses, opportunities, threats) analysis of chosen area

#### **Evidence Requirements**

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

- ◆ identify and use a range of data sources to critically analyse current and emerging professional trends in their chosen professional area
- ◆ critically evaluate professional standards in their chosen professional area
- ◆ identify current health and safety and insurance requirements
- ◆ produce a SWOT analysis for their chosen professional area
- ◆ critically analyse their own performance needs in relation to the SWOT analysis

#### **Assessment Guidelines**

Candidates should provide sufficient to meet all of the Evidence Requirements above. All of the evidence could be gathered in a workbook. Candidates would benefit from interviewing professional photographers in their chosen professional area.

Outcomes 1 and 3 are suitable for holistic assessment.

Alternative means of providing evidence, for example, by examination style questioning or a report with a separate SWOT analysis may be considered in negotiation with candidates' tutor.

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

**Unit title:** Photography: Professional Studies

### **Outcome 2**

Demonstrate a range of personal marketing strategies

#### **Knowledge and/or Skills**

- ◆ Curriculum vitae design
- ◆ Marketing
- ◆ Computer skills

#### **Evidence Requirements**

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

- ◆ produce an appropriately presented curriculum vitae
- ◆ research intended market
- ◆ produce publicity material eg CD, booklet, stationery or website

#### **Assessment Guidelines**

The assessment should require candidates to produce a curriculum vitae, which can be defined as a brief account of relevant personal information, education with accompanying qualifications, previous employment records and should be computer generated. The curriculum vitae should be seen as a self-marketing platform to future employers and/or clients. Evidence of research into candidates' intended market should also be produced eg social, advertising etc. A range of self-promotion material featuring candidates' images should also be produced.

This Outcome is assessed by the production of self-promotion material and therefore is not suitable for holistic assessment with Outcomes 1 and 3.

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

**Unit title:** Photography: Professional Studies

### **Outcome 3**

Critically analyse current legislation and ethical practice relating to photography

#### **Knowledge and/or Skills**

- ◆ Copyright law
- ◆ Authorship and ownership
- ◆ Photographer and client rights
- ◆ Assignment and licence
- ◆ Moral rights
- ◆ Ethical practice

#### **Evidence Requirements**

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

- ◆ understand the principles of copyright law
- ◆ know the timescales of copyright
- ◆ critically analyse how authorship is linked to ownership and copyright
- ◆ explain the difference between assignment and licence
- ◆ identify and critically analyse the legal implications of the law including moral rights
- ◆ identify and critically analyse the key aspects of ethical practice

#### **Assessment Guidelines**

Candidates should provide sufficient evidence to meet all of the Evidence Requirements above. This may be gathered in a workbook.

Outcomes 1 and 3 are suitable for holistic assessment.

Alternative means of providing evidence may be considered by negotiation with the tutor.

## Administrative Information

**Unit code:** F1T7 36

**Unit title:** Photography: Professional Studies

**Superclass category:** KE

**Original date of publication:** May 2007

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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: Professional Studies

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 40 hours.

### **Guidance on the content and context for this Unit**

This Unit is designed to give candidates opportunities to develop knowledge and skills relating to professional practice in a chosen area of image making and to assist them to move into a specific area as a practising professional. This should include an opportunity for candidates to research the professional world of the practitioner, giving them greater knowledge of the existing and future work environment, while allowing them to develop an awareness of opportunities and responsibilities for practising professionals, by exploring different types of employment, demonstrating self promotion techniques and researching a specific area of image making. Resulting from this, candidates will produce a curriculum vitae and self promotion material.

The focus of this Unit is on acquiring professional skills and applying those skills to help employability (including self-employment) in the sector. It is designed to give candidates an understanding of current copyright legislation and issues of ethical practice relating to their area of photography.

The Unit is designed to allow the main focus of assessment and learning to relate to a specific area in image making and to reflect on the study of professional practices, issues and support most relevant to that area.

The Unit should be offered to candidates who are intending to be or are employed within the Creative Arts.

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

This Unit can be used in a free standing capacity, though it forms a part of the SQA Professional Development Award in Professional Photography at SCQF level 9, and would be suitable for candidates who have considerable experience and knowledge of photography.

The achievement of the underpinning knowledge required for this Unit will be gained by the use of exemplar material, slides, CD ROM, the web, workplace visits and personal reading of appropriate books and periodicals. Personal investigations of areas of particular interest or relevance to future employment should be encouraged. Tutors should use discussion and exemplar material to reinforce and augment the candidate's previous knowledge. Good practice in relation to professional indemnity, plagiarism, intellectual property rights, professional presentation and health and safety should be highlighted where appropriate throughout the duration of the Unit. Candidates should be encouraged to liaise with organisations relevant to their chosen area of image making.

Candidates should be gather research information for themselves, including making appropriate 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.

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

### Unit title: Photography: Professional Studies

In Outcome 1 candidates will need to critically analyse trends within a specific area of professional photography. This could be achieved by research into the selected area backed up by interviews with professional working in that area.

In Outcome 2 candidates will need to demonstrate a range of personal marketing strategies. This will include the production of a CV, and may also include the production of a self promotional CD, booklet or a website. Candidates should also supply evidence of research into their chosen area.

In Outcome 3 candidates will critically analyse current copyright legislation relating to photography. The main points the candidates should concentrate on are copyright law, ownership, photographer and client rights, assignment and licence, moral rights and ethical practice.

Outcomes 1 and 3 are suitable for holistic assessment.

Outcome 2 is assessed by the production of self-promotion material and therefore is not suitable for holistic assessment with Outcomes 1 and 3. Assessment evidence for Outcomes 1 and 3 may be present in the form of a workbook. Outcome 2 relates to the production of self-publicity items, which could be presented in a range of formats, including paper, electronic, workbook etc.

Alternative means of providing evidence may be considered by negotiation with the tutor.

### *Opportunities for developing Core Skills*

This Unit provides candidates with the opportunity to develop the Core Skill of Problem Solving at SCQF level 6, particularly in the area of Critical Thinking. Critical Thinking can be developed through candidates' analysis of developing trends within their own professional field.

The Unit also provides candidates with opportunities to develop the Core Skills components of Written Communication and Oral Communication at SCQF level 6. Written Communication can be partly developed through the use of a portfolio of evidence. Candidates will be required to read and critically analyse complex material such as that related to their chosen area of professional practice and copyright law. Candidates will also have to produce a CV and self-promotion material, which, if produced using a publishing package or through the aid of computer technology, will allow candidates to develop Information Technology at SCQF level 6. If candidates present their assessments orally then they will have the opportunity to develop oral communication in terms of conveying their findings to an audience.

### 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 document *Assessment and Quality Assurance for Open and Distance Learning* which is available on SQA's website: [www.sqa.org.uk](http://www.sqa.org.uk).

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

**Unit title:** Photography: Professional Studies

### **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. Further advice can be found in the SQA document *Guidance on Assessment Arrangements for Candidates with Disabilities and/or Additional Support Needs* ([www.sqa.org.uk](http://www.sqa.org.uk)).

## General information for candidates

### Unit title: Photography: Professional Studies

This Unit is designed to enable you to critically analyse your chosen area of photography and to assist you to practice in this area professionally or to help you to move into another area of the creative industries. You will develop an awareness of opportunities and responsibilities for practitioners in photography by exploring different types of employment, demonstrating self-promotion techniques and researching business opportunities. You will also develop a sound understanding of copyright law.

You will develop autonomy and self-direction in this Unit and take personal ownership of the whole process.

It would be expected that you would have regular advice and support from your tutor and discussions with other candidates.

For Outcome 1 you will critically analyse trends within a specific area of your choosing in professional photography. You will achieve this by:

- ◆ identifying, critically evaluating and critically analysing current and emerging professional trends in your chosen area
- ◆ producing a SWOT (strength, weaknesses, opportunities, threats) analysis for your chosen area
- ◆ analysing your own performance needs
- ◆ identifying current health and safety and insurance requirements

In Outcome 2 you are be required to demonstrate a range of personal marketing strategies. The assessment should require you to produce a curriculum vitae (CV) which can be defined as a brief account of relevant personal information, education with accompanying qualifications, previous employment records and it should be computer generated. A CV can be seen as self-marketing for future employers or for self-employment.

A business card, and a self promotional booklet or CD featuring your images should also be produced.

For Outcome 3, you will need to have a full understanding of copyright legislation, ownership, photographer and client rights, assignment and licence, moral rights and ethical practice relating to photography, including how such legislation and rights will affect you as a practising photographer.

Outcomes 1 and 3 are suitable for holistic assessment.

Outcome 2 is assessed by the production of self-promotion material and therefore is not suitable for holistic assessment with Outcomes 1 and 3. Assessment evidence for Outcomes 1 and 3 may be present in the form of a workbook. Outcome 2 relates to the production of self-publicity items, which could be presented by you in a range of formats, including paper, electronic, workbook etc.

Alternative means of providing evidence may be considered by negotiation with your tutor.