



Higher National Unit specification: general information

Unit title: Photography: Stock

Unit code: H1LL 34

Superclass: KE

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Unit purpose

This Unit is designed to enable candidates to research, produce and present a series of stock library images. The candidate will also be able to research the stock library market.

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

- ◆ Research the market for stock library images.
- ◆ Produce a series of stock library images.
- ◆ Present stock library images.

Recommended prior knowledge and skills

Candidates should have a basic knowledge of *Camera Techniques D955 12*.

Credit points and level

1 Higher National Unit credit at SCQF level 7: (8 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.*

General information (cont)

Core Skills

There are opportunities to develop the Core Skills of *Communication, Information Technology (ICT)* and *Problem Solving* 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.

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

Research the market for stock library images.

Knowledge and/or Skills

- ◆ Research
- ◆ Stock library markets
- ◆ Stock library themes
- ◆ Contractual agreements
- ◆ Copyright

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:

- ◆ sourced images from stock libraries
- ◆ information about stock library market
- ◆ at least two relevant themes suitable for stock libraries, with at least ten illustrations with reflective statements
- ◆ research on contractual agreements between photographer and client, including copyright
- ◆ research on Image formats.

Higher National Unit specification: statement of standards (cont)

Unit title: Photography: Stock

Outcome 2

Produce a series of stock library images.

Knowledge and/or Skills

- ◆ Themes
- ◆ Equipment and materials
- ◆ Planning
- ◆ Lighting, composition and viewpoint
- ◆ Exposure calculation and control
- ◆ Captioning
- ◆ File optimisation

Evidence Requirements

Candidates will need to provide evidence to demonstrate their Knowledge and/or Skills by choosing a theme for a stock library market. Candidates must produce stock library images, edit and select a minimum of ten images.

In the series of selected images, the following points must be achieved:

- ◆ images must be technically and aesthetically consistent with the theme
- ◆ composition and lighting must match the chosen theme
- ◆ technical considerations are correct for the desired effect for the theme.

Outcome 3

Present stock library images.

Knowledge and/or Skills

- ◆ Presentation Media
- ◆ 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 a minimum of 10 images produced for Outcome 2.

Higher National Unit specification: support notes

Unit title: Photography: Stock

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

For Outcome 1 the candidates should research the current market for location stock libraries, finding out structure, contracts, commission and suitable themes. This information should be collated in an annotated workbook.

For Outcome 2 candidates should select a suitable theme, in agreement with the Tutor.

Candidates should research the location; plan best time/season for shoot, prepare permissions, select correct equipment and materials and make captions for each image.

For Outcome 3 candidates should edit and present final selection of images.

Guidance on the delivery of this Unit

This is an optional Unit which can be delivered in the HNC/D photographic course.

Candidates will require guidance from the centre to ensure they adopt a suitable approach. Candidates should be given the opportunity to research information for themselves.

Many of the skills achieved in this Unit will be transferable to other photography Units, eg: Photojournalism, Corporate, and Environmental Architecture.

Guidance on the assessment of this Unit

This Unit could be assessed by a single instrument of assessment, which would require the candidate to research stock library markets and present finished stock library images.

Outcome 1: This would be assessed by the production of a workbook which collates information on a stock library market and shows examples of at least two suitable themes from Stock library images. There should be a minimum of ten annotated examples illustrated. The gathered research should inform the practical work of Outcome 2.

Outcome 2: Candidates must select a suitable theme for stock library images and produce, edit and select a minimum of ten images for a stock library.

Outcome 3: The candidate will present finished work from Outcome 2.

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

Higher National Unit specification: support notes (cont)

Unit title: Photography: Stock

Assessment Guidelines

Outcome 1

This Outcome can be assessed by the production of a workbook showing examples of stock library themes and collated information on costing, image formats, commissions, etc.

Outcome 2

The assessment for this Outcome can be combined with Outcomes 1 and 3 as part of a single assessment instrument for this Unit, details of which are given with Outcome 3.

Outcome 3

The assessment would require the candidates to produce a series of ten stock images to a chosen theme.

Each image should use a combination of lighting, composition, viewpoint and approaches to the subject of the theme. All of the images produced should show technical competence, and aesthetic judgment, and be retouched where needed and presented in an appropriate manner. Candidates should discuss their technical and creative intentions for each image.

The candidate's final imagery should make reference to the research already carried out in the production of the workbook in Outcome 1. The workbook should show examples of contemporary stock images using other practitioner's work. The workbook should also show a critical engagement with the examples, commenting on factors such as composition, lighting, style and context.

Online and Distance 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*

Higher National Unit specification: support notes (cont)

Unit title: Photography: Stock

Opportunities for developing Core Skills

Candidates could be given support in developing an effective search strategy for accessing and evaluating sources of information on materials, themes, locations and contractual requirements. The need to have efficient systems of recording, coding and storing outline information for ease of reference should be emphasised. Candidates should be encouraged to develop skills in computerised record keeping and be made aware of the importance of saving and performing back-ups.

The production and discussion of initial drafts for the illustrated workbook is a useful way to ensure the development of skills in presentation and collation of materials. Although communication skills are not formally assessed candidates should be expected to produce and present written 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 current software to support effective professional presentation could further assist the development of skills in the use of technology.

All elements of the Core Skill of *Problem Solving* would be naturally developed and enhanced as candidates complete the Unit. Planning all stages of the practical work should be informed by the conclusions of the research undertaken, and candidates need to critically and creatively consider such variables as composition and lighting to ensure that images are technically and aesthetically consistent with themes. Analysing and evaluating the use of all available resources, and reviewing the significance of each aspect of work on an on going basis will provide opportunities to develop problem solving skills to an advanced level. Evaluation which includes a commentary on all stages of design solutions and their potential and actual impact is formally assessed.

Disabled candidates and/or those with additional support needs

The additional support needs of individual candidates should be taken into account when planning learning experiences, selecting assessment instruments, or considering whether any reasonable adjustments may be required. Further advice can be found on our website www.sqa.org.uk/assessmentarrangements

History of changes to Unit

Version	Description of change	Date

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General information for candidates

Unit title: Photography: Stock

This Unit is designed to allow you to research the current market for images in stock libraries, to understand how stock libraries operate and to find suitable themes for stock library images.

You will plan and prepare for a stock library shoot, choosing an appropriate theme (eg architecture, sport, tourism, culture, industry, etc.)

Outcome 1

You will research the market for stock library images. This research should be collated in an annotated workbook.

Outcome 2

You will plan and prepare for a stock library shoot, choosing a theme (eg architecture, sport, tourism, culture, industry, etc.)

You will make the images and gain any necessary permission.

You will edit and select images and caption each image correctly.

Outcome 3

You will present at least ten images suitable for the stock library market.