



Higher National Unit specification: general information

Unit title: Photography: Social Photography

Unit code: H1LM 34

Superclass: KE

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Unit purpose

This Unit is designed to enable the candidate to research, produce and present a series of social photography images in the studio and on location. The candidate will also be able to research different styles of social photography images.

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

- 1 Research historic and/or contemporary social photography images.
- 2 Produce a series of social photography images.
- 3 Present a series of finished social photography images.

Recommended prior knowledge and skills

Candidates should have good interpersonal and communication skills. They should have some knowledge of appropriate camera and lighting equipment.

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 *Problem Solving*, *Working with Others* and *Communication* 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

Unit title: Photography: Social Photography

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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 historic and/or contemporary social photography images.

Knowledge and/or Skills

- ◆ Social photography styles
- ◆ 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 ten examples of different social photography images to include historical and/or contemporary images

Each example must include comments on composition, lighting, style and context.

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

Higher National Unit specification: statement of standards (cont)

Unit title: Photography: Social Photography

Outcome 2

Produce a series of social photography images.

Knowledge and/or Skills

- ◆ Oral communication skills
- ◆ Lighting, composition and viewpoint
- ◆ Posing skills
- ◆ Planning and organisation
- ◆ Working with others
- ◆ Current legislation
- ◆ Exposure calculation and control

Evidence Requirements

Candidates will need to provide evidence to demonstrate their Knowledge and/or Skills by showing that they can with reference to a given brief:

- ◆ produce evidence of all images taken
- ◆ images must be technically and aesthetically consistent with the brief.
- ◆ the exposure is correct for the desired effect for the brief.
- ◆ composition and lighting must achieve the effect identified in the brief.
- ◆ at least one brief must be produced in the studio and one on location.
- ◆ print a minimum of four images to an appropriate size and format for each brief
- ◆ parental permission must be obtained prior to photographing minors

Outcome 3

Present a series of social photography 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/s, and present the eight images produced for Outcome 2.

Higher National Unit specification: support notes

Unit title: Photography: Social Photography

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 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 photographing people in the studio or location is undertaken by working in pairs. This will be achieved with each candidate taking turns to work as an assistant.

Candidates should build on their current knowledge or qualification in the area of portraiture. Oral communication skills and interpersonal skills should be promoted and given opportunity for development.

Emphasis should be given to the linking of this Unit of study with current professional practice. The candidate should make the decisions on style, location, editing and printing, etc.

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

For Outcome 2 four images from each of the two briefs (one in studio and one on location) should be produced. The briefs should enable the candidate to undertake a variety of social photography techniques. 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 organise people in the studio and on location for social photography.

For Outcome 3 the candidate should present their own images, which may include a presentation with class and Tutors present.

Higher National Unit specification: support notes (cont)

Unit title: Photography: Social Photography

Guidance on the delivery of this Unit

This Unit has been developed as optional within the Group Award to HNC/D Photography.

The evidence for Outcome 1 could be presented as part of an existing workbook of collated research evidence from other related elements of a Group Award or may be a stand alone workbook initiated as part of this Unit; the research should be diverse and appropriate.

Outcome 2

The number of people in the group, for the social photography images, should be a minimum of three with no upper limit. However candidates should be informed of the issues presented in the photography of a large group of people.

Origination of both proofs and final enlargements may use conventional or digital technology. Black and white, colour or a combination of both is permissible.

Independence should be promoted throughout and a coaching approach should be fostered.

Input from current practitioners will enlighten candidates to the context of this Unit in professional practice.

Use should be made of catalogues/promotional material from professional photographic suppliers.

Demonstration of posing techniques should be widely used at the outset of the Unit. Lighting techniques appropriate to this genre should also be demonstrated.

Candidates should be encouraged to work independently during their practical photographic sessions.

The Tutor should allow candidates to edit their images into an appropriate number of proofs for client presentation. The presentation of the proofs may be as prints or an electronic format.

Assessment should be based on an overall view of the photographic sessions and the presentation and production of the images. Emphasis should be given regarding the candidate correctly identifying an approach and style appropriate to the current social photography marketplace.

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. The main emphasis of the Unit lies in Outcome 2 and approximately 70% of the time should be allocated to this area. Candidates will require guidance from the centre to ensure they adopt a suitable approach for each brief.

Higher National Unit specification: support notes (cont)

Unit title: Photography: Social Photography

Guidance on the assessment of this Unit

This Unit could be assessed holistically by a portfolio of evidence generated by the social photography briefs. Much of the evidence should arise naturally out of the set of briefs but may also include reflective statements made by the candidate on his/her experience related to the work produced and previous research.

Outcome 1 should be assessed by the production of an annotated workbook. There should be at least ten examples of sourced social photography images in the workbook. The gathered research should inform the practical work in Outcome 2.

In Outcome 2 candidates will be expected to complete one studio session with a group (minimum of three). A minimum of four images must be produced, one of which must feature the full group. Candidates must also produce a series of images (minimum of four) from one location session.

In Outcome 3 candidates will present the finished work from Outcome 2.

Assessment Guidelines

Outcome 1

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 3.

Outcome 2

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

Outcome 3

Candidates should create a workbook of gathered examples of social portraiture. They should reflect upon each example and comment on the lighting, posing and style. This should include a wide range of activities undertaken by a social photographer in current practice: portraiture, wedding, pets, social event photography.

Candidates should work to a given brief/s. Candidates should be encouraged to be creative and innovative when producing their images, while giving full consideration to the brief/s. Assessors should ensure that for all briefs, candidates must select appropriate equipment. It would be desirable for the professional development of the candidate if the subjects of the photographic session were involved in the selection of the final images from the proof set. Parental consent should be obtained where appropriate.

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 historical and/or contemporary social photography using other practitioner's work. The workbook should also show a critical engagement with the examples, commenting on factors such as composition, lighting, style, context.

Higher National Unit specification: support notes (cont)

Unit title: Photography: Social Photography

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*

Opportunities for developing Core Skills

Elements of the Core Skill of *Problem Solving*, namely planning and organising, critical thinking, and reviewing and evaluating, would be naturally developed and enhanced as candidates undertake the practical work for the Unit. Having researched issues and examples of social portraiture they should apply the conclusions reached to a creative and innovative approach to social portraiture. The need to select appropriate equipment and media, cover practical and legal requirements and creatively interpret a brief will provide opportunities to develop problem solving skills to a sophisticated level. There will also be opportunities to foster co-operative working skills, as candidates analyse all requirements for the practical work and negotiate the nature and scope of goals and responsibilities with their subjects. Demonstrating and explaining requirements in a way which assures best use of resources and is designed to overcome any potential difficulties will be integral to success. Involving subjects in the final selection of work would be particularly useful to professional development of skills. Evaluation of all stages of the work will be on-going and formally assessed.

Candidates could be supported in the development of an effective search strategy for accessing and evaluating a range of comprehensive information on, and examples of, social portraiture. Although communication skills are not formally assessed candidates should be expected to produce and present workbook materials to a professional standard. They should also be made aware of techniques to put subjects at ease, using reflective listening and non-verbal skills, such as making eye contact and using relaxed body language. They should know how to initiate actions confidently, and be able to continually modify and adapt their approaches to progress working.

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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Additional copies of this Unit specification can be purchased from the Scottish Qualifications Authority. Please contact the Business Development and Customer Support team, telephone 0303 333 0330.

General information for candidates

Unit title: Photography: Social Photography

This Unit is designed to enable you to produce and present a series of social photography images in the studio and on location. You will also research different styles of historical and/or contemporary images.

The research process in Outcome 1 asks you to collect examples from as wide a variety of sources as possible — magazines, websites, photographers, etc. This research should be collated into a workbook. You can use this section to plan and prepare your approach to the practical aspects of Outcomes 2 and 3.

You will be asked to produce a workbook with a minimum of ten annotated examples commenting on composition, lighting, style and context.

To assist your understanding you may find it beneficial to meet social photographers and discuss the genre of social photography. This may be done on an individual basis or be organised by your teaching centre.

You will complete two social photography sessions — one in a studio and one on location — and select and print four final images from each of these sessions. You will select and present the eight finished images for assessment.