



## Higher National Unit specification: general information

**Unit title:** Photography: Moving Image

**Unit code:** H37Y 34

**Superclass:** KE

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**Version:** 01

### Unit purpose

This Unit is an optional Unit in the Higher National Certificate and Higher National Diploma in Photography. It can also be taken as a freestanding Unit.

The Unit is designed to develop candidates' knowledge and skills in the area of photographic moving image. It is suitable for candidates who wish to develop skills in producing moving image work and who have some prior knowledge of Digital Single Lens Reflex (DSLR) and the use, and effects, of different lenses. Candidates taking this Unit will develop investigative research skills and learn how to plan, develop and produce original moving image work.

On completion of this Unit candidates will be able to:

- 1 Research, and present findings on, moving image techniques.
- 2 Produce an illustrated plan for an original moving image sequence.
- 3 Produce and present an original moving image sequence as indicated in the illustrated plan.

### Recommended prior knowledge and skills

While entry is at the discretion of the centre, it would be expected that candidates would normally have completed the National Certificate in Photography at SCQF level 6 or equivalent.

### 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 is no automatic certification of Core Skills or Core Skill components in this Unit.

Opportunities to develop aspects of Core Skills are highlighted in the support notes of this Unit specification.

### **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.

The assessment exemplar for this Unit provides assessment and marking guidelines that exemplify the national standard for achievement. It is a valid, reliable and practicable Instrument of Assessment. Centres wishing to develop their own assessments should refer to the assessment exemplar to ensure a comparable standard. Assessment exemplars are available on SQA's secure website.

## 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.

### Outcome 1

Research, and present findings on, moving image techniques.

#### Knowledge and/or Skills

- ◆ Research skills.
- ◆ Markets for DSLR video.
- ◆ Uses of DSLR video.
- ◆ Techniques used in moving image work.
- ◆ Downloading, saving and uploading moving image files from a range of sources.

#### Evidence Requirements

Candidates must provide written and/or oral recorded evidence and product evidence to demonstrate their Knowledge and/or Skills.

The evidence must be presented electronically in the form of, for example, a workbook which shows they can:

- ◆ identify and research markets for, and uses of, DSLR video
- ◆ identify and research techniques used in moving image sequences
- ◆ identify, download and save a minimum of three moving image files which illustrate a variety of moving image techniques, from a range of sources
- ◆ select a minimum of three of these moving image files to illustrate different techniques
- ◆ upload these files to an electronic workbook
- ◆ evaluate the image files and justify their choice with reference to the research undertaken
- ◆ credit all sources and reference material

Candidates should be given a clear brief covering all of the above Evidence Requirements. They should undertake the research and present their findings on their own at appropriate points as they develop their knowledge and skills. Centres must ensure that the research and findings are the candidate's own work.

The evidence can be online, in offline digital format or, for example, a blog or other suitable electronic format.

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

**Unit title:** Photography: Moving Image

### Outcome 2

Produce an illustrated plan for an original moving image sequence.

#### Knowledge and/or Skills

- ◆ Photographic approaches and techniques for moving image work.
- ◆ Composition, viewpoint, lens choice, distance from subject/action and camera angles.
- ◆ Identification and sourcing of location, props, models/subjects.
- ◆ Lighting considerations.
- ◆ Concept and intended market.

#### Evidence Requirements

Candidates will need to provide product evidence, in the form of an illustrated plan, to demonstrate their Knowledge and/or Skills by showing that they can:

- ◆ identify the photographic market for a specific moving image sequence
- ◆ develop an idea for this sequence into a sequential plan
- ◆ sketch or produce still images showing a range of shots for the sequence and include these in the plan
- ◆ Identify and include in the plan:
  - appropriate technical and compositional approaches
  - the equipment required to shoot the sequence
  - an appropriate location or environment for the sequence

Candidates should be given a clear brief covering all of the above Evidence Requirements. They should produce the illustrated plan, which could be in the form of, for example, a shooting plan or storyboard, on their own at appropriate points as they develop their knowledge and skills. The plan must be of a similar standard to a plan that a professional would present to a client. Centres must ensure that the illustrated plan is the candidate's own work.

The plan can be in the form of, for example, a display board, sketchbook, digital files or online.

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

**Unit title:** Photography: Moving Image

### Outcome 3

Produce and present an original moving image sequence as indicated in the illustrated plan.

#### Knowledge and/or Skills

- ◆ DSLR equipment and lenses to capture moving image footage.
- ◆ Stills and moving image footage (in moving image work).
- ◆ Capturing footage into a video editing environment, and naming and saving moving image files.
- ◆ Recording, uploading and downloading sound files, adhering to copyright constraints.
- ◆ Editing and sequencing moving image work including still images, moving image and sound footage.
- ◆ Compressing video and sound for output and presentation.

#### Evidence Requirements

Candidates will need to provide product evidence, in the form of an original moving image sequence, to demonstrate their Knowledge and/or Skills by showing that they can:

- ◆ shoot moving image footage using appropriate DSLR equipment and lenses
- ◆ select and capture stills and/or moving image footage and sound into available video editing software, adhering to any copyright constraints
- ◆ correctly name and save the files
- ◆ edit and put the stills and/or moving images and sound into the required sequence
- ◆ compress video and sound to a suitable size and format for output and presentation
- ◆ present the finished moving image sequence using a method appropriate to market and use
- ◆ work in line with the illustrated plan throughout

Candidates must shoot a minimum of three creative and/or technical pieces of a moving image sequence, totalling not less than 90 seconds. They should be given a clear brief covering all of the above Evidence Requirements and produce the moving image sequences on their own at appropriate points as they develop the necessary knowledge and skills. Centres must ensure these sequences are the candidate's own work.

Appropriate presentation methods will depend upon the intended market for, and use of, the sequences and could include, for example, web-based presentation, projection or a promotional DVD.

## Higher National Unit specification: support notes

### Unit title: Photography: Moving Image

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 should give equal value to the processes of researching, planning and producing original moving image sequences. It should be delivered within a photographic or lens-based environment and all evidence should be contextualised within this environment.

The expanded skill set and growing use of DSLR for moving image work by photographers, in a range of photographic fields, is the context for this Unit. The use and market for moving image work by photographers working in, for example, photojournalism, social, creative and advertising has greatly expanded the scope for both photographers and current DSLR equipment. This Unit should allow candidates to be introduced to the capture, edit and output possibilities for moving image work within the photographic field.

Candidates should consider the purpose and intended market for moving image work within the skills set of a photographer. This should be considered through all aspects of research, planning and original moving image work.

#### Outcome 1

Outcome 1 requires an investigative approach where candidates can research and justify moving image selections from a range of sources. This may take the form of an online blog/workbook where moving image material can easily be uploaded and commented on. Research could include DSLR video sequences for advertising, fashion, documentary, social, corporate, creative/artistic, music videos. Research material should be credited to its original source in the workbook and justified through the candidate's own evaluation of the work.

Candidates may also research sequences for their particular technical approach which could support the direction for their own moving image work. They may research sound, editing, filters and post production techniques which may inform their own original moving image work.

The range of moving image research materials could include historical footage and archive material as well as early technical still to moving image techniques.

#### Outcome 2

The candidate should plan and prepare a sequence of still images or sketches in the form of a storyboard. This should be an illustrated and annotated sequence, which may be photographically produced using stills or montage techniques. Candidates should identify a suitable photographic market for their moving image work and note this within their plan. The plan should identify the use of existing photographic skills and approaches including viewpoint, lens choice, distance from subject/action. There should also be notes on location, duration, perceived static or camera movement and direction. Candidates may refer to specific research for Outcome 1. This should be presented to a finished standard and in a way a professional would present a moving image idea to a client.

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

**Unit title:** Photography: Moving Image

### Outcome 3

Using available DSLR equipment and suitable moving image capture and editing software, candidates should produce a moving image sequence as planned in Outcome 2. Candidates should develop their skills and knowledge to gather and edit their still images, moving image footage and sound into a finished video sequence. The importance of capture, storage and file management associated with the size of moving image files should be considered. Candidates should be aware of industry standard editing software and sound recording equipment although these may not be available to them. Candidates should also be aware of some of the specialist lighting and rigs associated with moving image capture. Candidates may choose to apply filters and effects during the editing process as available within the limits of the available software. Any sound files sourced for their moving image work should be copyright cleared. Candidates may use both still and moving images. All images used should be originated by the candidate.

Candidates should be encouraged to shoot a range of moving image footage to take them beyond a single take from a single viewpoint, eg close-up, wide shot, pan, slow shutter, controlled depth of field, glidetrack.

This Outcome will allow the candidate to consider the market and production methods for moving image work. Presentation methods may be considered in terms of market and use, for example web-based, projection, promotional DVD.

### Guidance on the delivery of this Unit

The candidate will develop an original moving image project which has a natural sequence of development from research to plan and final presentation.

The candidate will require access to photographic equipment and editing software throughout this Unit. Candidates will also require time and facilities to access research materials and to create and update online or digital workbooks.

### Outcome 1

The candidate will be provided with a clearly defined task to create a digital workbook. Research for this Unit must include moving image material. Research could initially be directed through lecturer resources with formative exercises for candidates to identify moving image examples for discussion and presentation to their peer group. Candidates should be encouraged to justify and evaluate their areas of research using their chosen workbook method. Lecturers may identify the use of DSLR for moving image work and encourage candidates to identify further examples within their own area of interest.

Candidates could be introduced at this stage to some of the sequencing in existing footage, identifying type of shoot; wide, close-up and compositional or technical effects. Lecturers may choose to demonstrate the availability of online workbook resources.

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

**Unit title:** Photography: Moving Image

### **Outcome 2**

The candidate will develop a storyboard/plan with direction from the lecturer. Lecturers should direct candidates by showing examples of effective storyboards and encourage candidates to identify the useful and key information within a good storyboard/plan. Lecturers may use formative exercises to develop a plan in reverse from existing footage. Candidates should be given an opportunity to show and discuss their own plans prior to shooting. Early introduction to the limits of editing software may be helpful to candidates prior to planning and shooting to allow for on camera editing. Lecturer led discussion/exercise on sequential ordering to promote the storytelling/narrative within a moving image sequence.

### **Outcome 3**

Lecturer led demonstration/tutorials will be required using available DSLR and video/sound editing software. Formative exercises to allow candidates to gain some experience with new equipment/software should be considered.

Lecturers may provide existing footage for formative exercise for editing purposes. The range of sound and video editing software could be shown, with the limits and benefits of each considered according to a moving image project. Candidates will need access to software facilities and should work individually on a project.

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

All evidence should be contextualised within the photography-based moving image project and produced within the context of the photographic market. Although there is a logical sequence to the delivery of the Outcomes, a holistic assessment of this project may be considered. The range of photographic markets for moving image may suggest integration with another Unit.

## **Assessment Guidelines**

### **Outcome 1**

The candidate must demonstrate that they can identify and justify the use of moving image within a photographic environment. Candidates should evaluate their research selection and may return to this Outcome for further evaluation and reflection. Their findings should include written and/or oral evaluation and justification of research footage.

### **Outcome 2**

The candidate should produce an illustrated plan with shooting details suitable to present to a client. The plan could be in the form of a display board, sketchbook, online or digital files, but must attempt to demonstrate the direction for their original moving image work in visual and in written and/or oral form. Candidates may revisit this Outcome at a later point allowing for reflective practise.



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

**Unit title:** Photography: Moving Image

### Outcome 3

Using available DSLR equipment for capture and graphic, sound and video editing software the candidate should produce an original moving image sequence of no less than 90 seconds. The candidate must demonstrate their ability to capture and store footage as appropriate when working with large files. Evidence for this Outcome will be based on the production of finished moving image work appropriate to the photographic market.

### Online and Distance Learning

Candidates will be involved in research activities while undertaking this Unit. They will also be developing their ability to use electronic resources to create, store and present moving image sequences. These activities provide good opportunities for online learning and/or online capture of, and access to, candidate evidence.

### Opportunities for developing Core Skills

Throughout this Unit candidates will be involved in research and evaluation, planning and using electronic means to store and present their work. These activities provide opportunities to develop aspects of the Core Skills of:

- ◆ *Problem Solving*
- ◆ *Information and Communication Technology*

### 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](http://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: Moving Image

Moving Image is now a key component of professional photographers' practice. This Unit is designed to enable you to develop knowledge and skills in the area of moving image, utilising the video capabilities of current Digital Single Lens Reflex (DSLR) equipment.

You will undertake research, and will plan and produce your own moving image work which could be used within a particular photographic area, eg advertising, social, fashion, documentary, corporate.

You will:

- ◆ research and present your findings on a range of moving image techniques; this may include current and historical moving image techniques. Your findings will include examples of moving images and notes on techniques and concepts.
- ◆ produce an illustrated plan for an original moving image sequence. Your plan will include target market, concept, equipment, shooting approach and location.
- ◆ produce and present an original moving image sequence based on your illustrated plan. This could be, for example, a web-based presentation, projection, or promotional DVD. You will use DSLR equipment and lenses to capture moving image footage, edit and sequence your moving image/still footage and sound footage. Any sound files sourced for moving image work should be copyright cleared.