



National Unit Specification: general information

UNIT Photography: Basic Product Imaging (SCQF level 6)

CODE F51R 12

SUMMARY

This Unit is designed to enable the candidate to research product based image techniques and apply the acquired knowledge of skills and techniques in the production of their own product images in a studio and on location. The Unit requires the candidate to be reflective and evaluative about their own work.

The Unit is suitable for candidates who have some previous photographic experience and have an interest in developing the basic knowledge and skills required for basic product image making.

OUTCOMES

- 1 Research product based photographic images.
- 2 Produce product based photographic images in a studio and on location to a given brief.
- 3 Evaluate the finished images.

RECOMMENDED ENTRY

While entry is at the discretion of the centre, candidates would benefit from having had some experience in basic photography.

CREDIT VALUE

1 credit at Higher level (6 SCQF credit points at SCQF level 6*).

**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.*

Administrative Information

Superclass: KE

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National Unit Specification: general information (cont)

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CORE SKILLS

There is no automatic certification of Core Skills in this Unit.

The Unit provides opportunities for candidates to develop aspects of the following Core Skills:

- ◆ Information and Communication Technology (SCQF level 5)
- ◆ Working with Others (SCQF level 5)
- ◆ Problem Solving (SCQF level 5)

These opportunities are highlighted in the Support Notes of this Unit Specification.

National Unit Specification: statement of standards

UNIT Photography: Basic Product Imaging (SCQF level 6)

Acceptable performance in this Unit will be the satisfactory achievement of the standards set out in this part of the Unit Specification. All sections of the statement of standards are mandatory and cannot be altered without reference to SQA.

OUTCOME 1

Research product based photographic images.

Performance Criteria

- (a) Select a range of product based photographic images showing the use of different lighting equipment and techniques.
- (b) Describe accurately the lighting equipment used in each of the chosen product based photographic images.
- (c) Describe accurately the technique used in each of the chosen product based photographic images.
- (d) Explain the aesthetic qualities of the chosen product based photographic images.

OUTCOME 2

Produce product based photographic images in a studio and on location to a given brief.

Performance Criteria

- (a) Select the correct lighting equipment for each product based image in response to the given brief.
- (b) Use the correct lighting equipment to create simple product based images in a studio and on location in response to the given brief.
- (c) Use the correct lighting equipment to create complex product based images in a studio and on location in response to the given brief.
- (d) Select and present the finished product based images.

OUTCOME 3

Evaluate the finished images.

Performance Criteria

- (a) Evaluate the strengths and weaknesses of the finished product based photographic images.
- (b) Evaluate the strengths and weaknesses of the presentation format chosen for each of the product based photographic images.

National Unit Specification: statement of standards (cont)

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EVIDENCE REQUIREMENTS FOR THIS UNIT

Evidence is required to demonstrate that candidates have achieved all Outcomes and Performance Criteria for this Unit.

Written and/or oral recorded evidence and product evidence is required. This evidence will be produced under open-book conditions.

Candidates should produce evidence which will contain:

- ◆ a workbook which contains a range of gathered product based photographic images and descriptions about the equipment and techniques used
- ◆ five finished product based images
- ◆ an evaluation of three of the finished prints submitted

Outcome 1

Written and/or oral recorded evidence and product evidence to include five different product based images which candidates have personally selected is required.

The range of product based photographic images selected must:

- ◆ reflect two different subject areas
- ◆ show the use of a range of techniques and equipment
- ◆ have been taken in a studio and on location

It would be appropriate for this evidence to be in the format of a traditional or electronic annotated workbook.

Outcome 2

Product evidence in the form of five finished product based photographic images which the candidate has produced on their own at appropriate points throughout the Unit.

The candidate must work to a clear, given brief which details that the finished product based photographic images must:

- ◆ include a minimum of one studio and a minimum of one location product based image
- ◆ be from a minimum of two subject areas
- ◆ demonstrate their ability to select the correct lighting equipment for each simple product based photographic image
- ◆ demonstrate their ability to select the correct lighting equipment for each complex product based photographic image
- ◆ demonstrate their ability to produce technically accurate and aesthetically pleasing product based images

It would be appropriate for this evidence to be presented in the format of traditional prints or electronic display or digital print. The minimum print size should be 6 x 4" (10 x 15 cm).

National Unit Specification: statement of standards (cont)

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Outcome 3

Written and/or oral recorded evidence which candidates have produced under supervised, open-book conditions is required to demonstrate achievement of the Performance Criteria.

The candidate will select three images from Outcome 2 for the evaluation. This evaluation should be approximately 400–500 words.

National Unit Specification: support notes

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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

It is recommended that exercises undertaken in the study of this Unit give adequate opportunity for the candidate to explore the subject of product based imaging and to be creative.

The investigation of techniques and materials should be approached with the idea that the candidate should experience in broad terms the skills and use of equipment and techniques associated with this particular discipline.

Health and safety guidance relating to studio practice and location work should be given. The candidate will be expected to adopt safe working practices at all times.

GUIDANCE ON LEARNING AND TEACHING APPROACHES FOR THIS UNIT

Outcome 1

Many of the skills achieved in this Unit will be transferable to other photography Units. The candidate should be given the opportunity to gather research information independently and they should be encouraged to make use of relevant websites and other resources.

It would be beneficial if a resource file with illustrations of images that show examples of a simple product based image (eg a pair of trainers against a pure white background) and a complex product based image (eg a group or athlete wearing a pair of trainers) was available to candidates to choose from.

The candidate should gather a minimum of five examples of product based photographs (both simple and complex) from at least two different subject areas. The intention is that the candidate will gather experience and knowledge of the different approaches taken to product based photography by describing each image gathered in terms of target market, lighting used, photographic techniques, aesthetic quality.

Outcome 2

The candidate is expected to select their chosen brief from a range provided by the teacher/lecturer. The chosen brief must be broad enough to allow the candidate enough scope to develop creative and imaginative solutions. The teacher/lecturer should ensure that the technical equipment and materials required by the briefs and any resources for the candidate's solutions are available and possible within the centre's resources. Presentation of the resultant photography work should have an overall project structure; therefore consideration of this element should be negotiated between candidate and teacher/lecturer at the onset of the project.

National Unit Specification: support notes (cont)

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Care should be taken to ensure that this Outcome does not simply encourage a formulaic approach to lighting and technique. It would be very easy to set up lighting and simply photograph the product without giving any consideration to the intrinsic qualities or purpose of the product. Candidates should be encouraged to think about what the lighting is actually doing to the appearance of the product (both simple and complex).

Performance Criteria (a) can be achieved by placing an emphasis on camera and lighting technique to the candidate and this can be achieved by teacher/lecturer demonstration. Well lit and subject sharpness could be emphasised and demonstrated.

Candidates may work in pairs when completing the practical activities.

For Performance Criteria (b) and (c) the candidate should be encouraged to be more creative in how they photograph their product (a different product could be used for each of the five photographs). The emphasis should be asking the candidate to produce a visually interesting image. For example the candidate could be asked to take a product from the house, a pair of trainers, a kitchen utensil or an electronic object, and photograph it from an unusual angle with unusual lighting and with props to produce exciting and dynamic photographs worthy of display and attractive to the target market.

Outcome 3

This Outcome is designed to encourage the candidates to evaluate their own work and make comments about how successful they were at meeting the requirements of the brief.

The candidate will need to provide evidence to demonstrate that they can identify the aesthetic qualities, strengths and weaknesses in their photographs.

OPPORTUNITIES FOR CORE SKILL DEVELOPMENT

In this Unit the candidate will be critically evaluating a variety of product based images, following a brief to produce their own product based images and evaluating their own photographic skills. This offers ideal opportunities to develop aspects of the Core Skill of *Problem Solving*.

Through using electronic formats for their presentation, candidates would have the opportunity to develop aspects of the Core Skill of *Information and Communication Technology*.

The candidate may be required to work closely with an assistant during Outcome 2. This offers ideal opportunities to develop aspects of the Core Skill of *Working with Others*.

National Unit Specification: support notes (cont)

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GUIDANCE ON APPROACHES TO ASSESSMENT FOR THIS UNIT

Outcome 1

An appropriate instrument of assessment is a suitable structured assignment resulting in the production of an annotated workbook.

Outcome 2

An appropriate instrument of assessment is a practical assignment resulting in the production of five product based images.

Much of the evidence should arise out of the photo shoots but may also include reflective statements made by the candidate on his/her experience related to the work produced and previous research. Centres must ensure the folio is the candidate's own work. The five finished product based images should show technical skill and aesthetic judgement.

Outcome 3

A suitable instrument of assessment could be a written and/or oral recorded report with a suggested word count of approximately 400–500 words.

Teachers/Lecturers may wish to provide a pro forma for this assessment.

This Outcome is designed to encourage the candidate's critical analysis and self evaluation of their own work.

Opportunities for the use of e-assessment

E-assessment may be appropriate for some assessments in this Unit. By e-assessment we mean assessment which is supported by information and communications technology (ICT), such as e-testing or the use of e-portfolios or e-checklists. Centres which wish to use e-assessment must ensure that the national standard is applied to all candidate evidence and that conditions of assessment as specified in the Evidence Requirements are met, regardless of the mode of gathering evidence. Further advice is available in *SQA Guidelines on Online Assessment for Further Education (AA1641, March 2003)*, *SQA Guidelines on e-assessment for Schools (BD2625, June 2005)*.

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).