

Higher National Unit Specification

General information for centres

Unit title: Photography: Advertising

Unit code: DW7V 35

Unit purpose: The Unit is designed to enable the candidate to produce images for a series of advertising assignments to given deadlines. The candidate will use the skills learned in research in the production of their own images. On completion of this unit the candidate should be able to:

- 1 Research and evaluate historical and/or contemporary advertising images.
- 2 Produce a series of images to given briefs and to self devised briefs.
- 3 Present and evaluate finished advertising images.

Credit points and level: 2 HN Credits at SCQF level 8: (16 SCQF credit points at SCQF level 8*).

**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: Access to this Unit is at the discretion of the centre. However, candidates should have a good knowledge of camera/lighting skills. They should also have strong visual communication skills. Candidates should have good organisational and interpersonal skills.

Suitable preparatory units would be:

Photography — Camera Techniques *D955 12*
Basic Studio Photography *D0MP 12*

Core Skills: There are opportunities to develop the Core Skills of Communication, Information Technology 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.

Assessment: Outcome 1 will be assessed by the production of a workbook with reflective statements on a minimum of 10 sourced images.

For Outcome 2 the candidate will be expected to generate creative visual responses to given and self initiated briefs, all of which must be produced within the given and candidate set deadlines.

General information for centres (cont)

Outcome 3 the candidate will present and evaluate the completed assignments.

Work produced outwith controlled conditions must be subject to authentication by the tutor.

Higher National Unit specification: statement of standards

Unit title: Photography: Advertising

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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 and evaluate historical and/or contemporary advertising images

Knowledge and/or skills

- ◆ Historical and/or contemporary advertising
- ◆ Advertising styles
- ◆ Lighting techniques
- ◆ Composition
- ◆ Research
- ◆ Context

Evidence Requirements

Candidates will need to provide evidence to demonstrate their knowledge and/or skills to show that they can produce an illustrated evaluative workbook. The workbook must contain:

- ◆ A minimum of 10 illustration examples of different advertising materials to include historical and/or contemporary sources.
- ◆ Each example must include evaluative comments on factors such as composition, lighting, style and content.

Assessment guidelines

The assessment would require the candidate to produce an illustrated workbook. The workbook should show a minimum of 10 examples of historical and/or contemporary advertising campaigns. The workbook should include an analysis and comparison of a range of advertising approaches.

Higher National Unit specification: statement of standards (cont)

Unit title: Photography: Advertising

Outcome 2

Produce a series of images to given briefs and to self devised briefs

Knowledge and/or skills

- ◆ Time management
- ◆ Logistical planning and organisation
- ◆ Lighting, composition and viewpoint
- ◆ Equipment
- ◆ Exposure calculation and control
- ◆ Communication

Evidence Requirements

Candidates will need evidence to demonstrate their knowledge and/or skills by showing that they can:

- ◆ Plan each assignment
- ◆ Liaise with people involved
- ◆ Produce images for two given and two self initiated briefs. Images must demonstrate a varied and creative response and meet the requirements of the brief.
- ◆ Complete each assignment within the given deadline.

Assessment guidelines

The assessment would require the candidate to complete a series of advertising assignments within given deadlines. The assignments could vary in duration and content. Some of the initial assignments should be aimed at a catalogue approach — recording the subject. Subsequent assignments should focus on creative interpretation of the advertising photography medium.

The briefs could include studio and location advertising assignments.

The final images produced should be technically and aesthetically competent and show where required a creative input from the candidate. One of the given assignments could include a person. Evidence of planning, liaison and technical information could be entered in their workbook.

Outcome 3

Present and evaluate finished advertising images

Knowledge and/or skills

- ◆ Presentation Media
- ◆ Evaluative skills
- ◆ Presentation skills

Higher National Unit specification: statement of standards (cont)

Unit title: Photography: Advertising

Evidence Requirements

Candidates will need to produce evidence to demonstrate their knowledge and skills by showing that they can:

- ◆ present images produced for Outcome 2
- ◆ evaluate each image

Assessment guidelines

The assessment would require the candidates to present the advertising images produced in response to Outcome 2. The presentation could include studio and location advertising photography. Candidates will be expected to make evaluative comments on composition, lighting, style and content, and make comparisons with evaluations made during Outcome 1. Evaluations could be oral or written.

Administrative Information

Unit code: DW7V 35
Unit title: Photography: Advertising
Superclass category: KE
Original date of publication: August 2006
Version: 01

History of Changes:

Version	Description of change	Date

Source: SQA

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Higher National Unit specification: support notes

Unit title: Photography: Advertising

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 80 hours.

Guidance on the content and context for this Unit

This Unit is intended for candidates who are taking a Higher National Group Award in Photography. It may also be taken by candidates in relevant employment wishing to develop and/or enhance their skills.

In this Unit it is envisaged that candidates will undertake assignments individually. The focus for Outcome 1 should be sources of research (eg exhibitions, newspapers and current advertising campaigns, internet, magazines, books etc). The research should be collated in the form of a workbook. The workbook should also show a critical engagement with the examples, commenting on factors such as composition, lighting, style, context and meaning.

Each example of advertising photography collated should include evaluative statements about intended purpose, interpretation, target market, style and technique.

Lectures could be given identifying the personnel and structure of the advertising industry. Guest lecturers: photographers and other involved in the production of advertising could be accessed. A visit to an advertising agency would also be beneficial.

In Outcome 2 the tutor could lead discussions on the concepts and practical techniques employed in advertising photography. In consultation with the tutor, candidates would construct individual briefs within which deadlines are agreed. For each assignment candidates should appraise the effectiveness of their images against the criteria of the original assignment brief.

Assignments and deadlines could vary in duration and content.

Assignments should be suitable for use in mainstream contemporary advertising: eg newspapers, magazine, point of sale, billboard.

In Outcome 3 candidates will give an oral presentation and evaluation of their work. Candidates should discuss their technical and creative intentions for each image and evaluate their results.

The candidate's analysis should make reference to the research already carried out in the production of the workbook in Outcome 1.

The candidates should be made aware of the moral, ethical and legal issues surrounding advertising photography eg model release, law of libel, copyright, role of regulatory bodies.

Higher National Unit specification: support notes

Unit title: Photography: Advertising

Guidance on the delivery and assessment of this Unit

This Unit is mandatory in the framework of the HNC/D Photography Group Award. It is important that the assignments are achievable within the given deadlines. The latest examples of current advertising photography should be used to illustrate current industry practice. Candidates should be given the opportunity to gather research information for themselves and they should be encouraged to make use of relevant websites. Input from current practitioners is encouraged wherever possible.

A student 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 the area. Candidates will require guidance from the centre to ensure they adopt a suitable approach for each assignment. Many of the skills achieved in this unit will be transferable to other photography Units.

Opportunities for developing Core Skills

Support in developing an effective search strategy for accessing and evaluating paper based and electronic sources of complex information on historical and contemporary images will be of value. 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 materials 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 relevant materials. Although communication skills are not formally assessed candidates should be expected to produce and present written and graphic 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 suitable 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, namely Planning and Organising, Critical Thinking, and Reviewing and Evaluating could be developed and enhanced as candidates undertake the Unit. Candidates need to analyse and seek solutions to a series of briefs. Formative work in which they identify and consider the variables in situations, including all available resources, and analyse the significance of each before exploring their responses to stimuli, and identifying and applying an appropriate strategic approach will provide opportunities to develop problem solving skills to an advanced level. Evaluation which examines all stages of proposed design solutions and their potential and actual impact will be on-going and formally assessed in Outcome 3.

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 guide: *Assessment and Quality Assurance for Open and Distance Learning (A1030), February 2001*.

Higher National Unit specification: support notes (cont)

Unit title: Photography: Advertising

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. For information on these, please refer to the SQA document *Guidance on Alternative Assessment Arrangements for Candidates with Disabilities and/or Additional Support Needs*, which is available on SQA's website: **www.sqa.org.uk**.

General information for candidates

Unit title: Photography: Advertising

This Unit is designed to enable you to research, produce, present and evaluate advertising photography. The assignments will be produced to given deadlines. The deadlines will vary in duration according to the brief.

You will research and evaluate different examples of advertising that utilise photography. The research will be collated in a workbook and this will include illustrations and evaluation of advertising photography.

You will then produce a minimum of four images suitable for advertising. Some will require a catalogue style, others will require an element of creativity. Two of the assignments are to be devised by you. One assignment could require the inclusion of people in the submitted work. There will be four assignments in total and all must be completed to a deadline. For each assignment you will appraise the effectiveness of your images against the criteria set in the original assignment brief.

You will present and evaluate your final work produced for the Unit, making reference to the research carried out earlier in the Unit.