

Higher National Unit specification

General information for centres

Unit title: Advanced Location Photography

Unit code: F1SS 36

Unit purpose: This Unit is designed to enable candidates to develop autonomy and self direction in learning and to take personal ownership of the process of planning, production and critical review of their own work, experience and development in location photography.

Candidates will be expected to originate their own location briefs and explore a range of options to implement and assess creative solutions for each brief.

On completion of the Unit candidates should be able to:

- 1 Create three briefs for location photography.
- 2 Plan and organise the location photography briefs.
- 3 Produce images for location photography briefs.
- 4 Present and critically evaluate the final images.

Credit points and level: 3 HN credits at SCQF level 9: (24 SCQF credit points at SCQF level 9*)

**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: Candidates should have well developed visual communication and inter-personal skills and be able to demonstrate the ability to think analytically and creatively. Candidates should be able to work independently and have competent technical photographic skills and aesthetic judgement, preferably having already achieved the HND in Photography, or a similar qualification, or have demonstrable professional experience to allow articulation.

Core Skills: There are opportunities to develop the Core Skill(s) of Problem Solving at SCQF level 6, Information Technology at SCQF level 6, Communication at SCQF level 6, Working with Others at SCQF level 6, and Numeracy at SCQF level 6 in this Unit, although there is no automatic certification of Core Skills or Core Skills components.

General information for centres (cont)

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: For this Unit, Outcomes 1 and 2 should be assessed sequentially; each Outcome must be passed by candidates before proceeding to the next Outcome. Outcomes 3 and 4 may be assessed holistically, but should refer to Outcomes 1 and 2.

Candidates must pass Outcome 1 before proceeding to Outcome 2, and again must pass Outcome 2 before proceeding to Outcomes 3 and 4.

The completed work should be presented in the form of a portfolio and a supportive workbook, which should include evidence of research and planning.

The portfolio should include different types of evidence covering both product and process, but the main evidence for assessment is the completed images for the three location briefs. This is a minimum of nine images (at least three images for each brief).

This Unit expects candidates to acquire professional skills and apply research and critical evaluation techniques to improve their professional performance.

It is important at this level that candidates demonstrate a highly developed sense of autonomy and self-direction in all of the Outcomes, are able to solve problems, negotiate with personnel involved and produce work to a very high standard.

The completed work should be presented in a professional manner and candidates should provide a critical evaluation of the process and the images.

Higher National Unit specification: statement of standards

Unit title: Advanced Location Photography

Unit code: F1SS 36

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

Create three briefs for location photography

Knowledge and/or Skills

- ◆ Contemporary location practice
- ◆ Current and emerging trends within location photography
- ◆ Research
- ◆ Communication

Evidence Requirements

Candidates will need to provide evidence to demonstrate their Knowledge and/or Skills by showing that they can:

- ◆ originate and write three briefs for location photography

The evidence should be collated in a workbook or folder which will include:

- ◆ concepts for location photography
- ◆ research into location photography
- ◆ three final briefs for location photography with a minimum of three different images per brief
- ◆ realistic goals
- ◆ outline solutions for each location brief
- ◆ ideas, sketches, research and outline suggestions for final images

Assessment Guidelines

Assessment for this Outcome should be carried out prior to candidates undertaking Outcome 2 and Outcome 3. Candidates should demonstrate through the workbook that the three briefs are achievable and relevant to the Unit. The workbook should contain:

- 1 Comprehensive research
- 2 Evidence of the individual contribution made by and development of candidates
- 3 Considered outlines for each brief

Candidates must pass Outcome 1 before proceeding to Outcome 2.

Higher National Unit specification: statement of standards (cont)

Unit title: Advanced Location Photography

Outcome 2

Plan and organise the location photography briefs

Knowledge and/or Skills

- ◆ Planning and organisation
- ◆ Creative solutions
- ◆ Agenda for action
- ◆ Risk analysis
- ◆ Communication
- ◆ Time management
- ◆ Technical Requirements

Evidence Requirements

Candidates will need to provide evidence to demonstrate their Knowledge and/or Skills to show that they can:

- ◆ produce a plan for three briefs, each containing a minimum of three different images per brief, which relate to earlier research carried out in Outcome 1

The plan should demonstrate evidence of:

- ◆ organisation
- ◆ technical requirements
- ◆ equipment
- ◆ personnel
- ◆ transport
- ◆ creative solutions
- ◆ agenda for action
- ◆ risk analysis
- ◆ communication
- ◆ time management

Assessment Guidelines

The assessment for this Outcome should require candidates to produce a comprehensive plan which will enable them to have an effective and creative response to the briefs produced in Outcome 1. The plan should be within a workbook which contains Outcome 1 and should show a clear agenda for achieving creative solutions to the briefs.

Candidates must pass this Outcome before proceeding to Outcome 3.

Higher National Unit specification: statement of standards (cont)

Unit title: Advanced Location Photography

Outcome 3

Produce images for location photography briefs

Knowledge and/or Skills

- ◆ Location photography
- ◆ Equipment
- ◆ Health and safety
- ◆ Exposure calculation and control
- ◆ Lighting, composition and viewpoint
- ◆ Visual communication

Evidence Requirements

Candidates will need to provide evidence to demonstrate their Knowledge and/or Skills by showing that they can:

- ◆ produce a minimum of nine different images (three for each brief) for location photography
- ◆ demonstrate technical and aesthetic excellence in the production of these images
- ◆ show an awareness of health and safety considerations
- ◆ fulfil the requirements of the brief in the production of these images

Assessment Guidelines

It is recommended that the assessment of this Outcome relates back to the earlier research and planning in Outcomes 1 and 2.

Candidates should be expected to produce creative solutions for each brief, with a minimum of three images produced for each brief.

Images produced by the candidate should refer back to initial ideas and research in Outcome 1 and adhere to the planning and organisation in Outcome 2.

Outcomes 3 and 4 may be more effectively assessed holistically, but should make reference to Outcomes 1 and 2.

Higher National Unit specification: statement of standards (cont)

Unit title: Advanced Location Photography

Outcome 4

Present and critically evaluate the final images

Knowledge and skills

- ◆ Presentation media
- ◆ Communication
- ◆ Presentation skills
- ◆ Critical evaluation and review

Evidence Requirements

Candidates will need to provide evidence to demonstrate their Knowledge and/or Skills by showing that they can:

- ◆ choose a suitable medium and present nine images (three for each of three briefs) from Outcome 3
- ◆ critically evaluate the images
- ◆ critically review the images in relation to the brief and the plan
- ◆ critically review and critically evaluate the whole experience of the Unit, reflecting on the successes, the failures and the problems encountered during the work for the Unit

Assessment guidelines

This Outcome could take place with oral presentations and critical discussion within the class, and should refer back to the earlier work in research and planning.

Presentations should be effective with clear evidence that candidates have fulfilled the intended briefs and critically reviewed the whole experience from research to production and presentation of the final images.

Outcomes 3 and 4 may be more effectively assessed holistically, but should make reference to Outcomes 1 and 2.

Administrative Information

Unit code: F1SS 36

Unit title: Advanced Location Photography

Superclass category: KE

Original date of publication: May 2007

Version: 01

History of changes:

Version	Description of change	Date

Source: SQA

© Scottish Qualifications Authority 2007

This publication may be reproduced in whole or in part for educational purposes provided that no profit is derived from reproduction and that, if reproduced in part, the source is acknowledged.

SQA acknowledges the valuable contribution that Scotland's colleges have made to the development of Higher National qualifications.

Additional copies of this Unit specification can be purchased from the Scottish Qualifications Authority. Please contact the Customer Contact Centre for further details, telephone 0845 279 1000.

Higher National Unit specification: support notes

Unit title: Advanced Location 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 120 hours.

Guidance on the content and context for this Unit

This is a substantial Unit in terms of SCQF level and credit points. This Unit is suitable for candidates who have a comprehensive knowledge and skills in photography and is intended for candidates who have achieved an HND in Photography or have a relevant visual art qualification or relevant work experience. The Unit may also be appropriate to candidates in relevant employment who wish to develop and/or enhance their skills as a form of Continuing Personal Development (CPD).

An element of this Unit has been designed to enhance and develop candidates' capacity for self-direction in the planning, production and critical reviewing of their own work to achieve confidence in their skills and abilities. Candidates should achieve mature and professional work practices which will enable them to deal with location photography briefs.

Candidates will be expected to exercise autonomy, initiative and creativity throughout the Unit. They will be expected to apply advanced photographic techniques in creative responses to the self-generated briefs. Candidates should critically evaluate their own work and development throughout the Unit, and draw on a range of sources to make judgements about their own progress and achievements, and how these might relate to future employment.

Location photography can include subjects such as: landscape, architecture, location fashion, location portraiture, sport, and photojournalism.

Candidates should expect regular feedback sessions with the tutor and discussions with the class which will enable them to gather evidence about progress, development and achievement.

Guidance on the delivery and assessment of this Unit

This Unit can be used in a free standing capacity, though it forms a part of the SQA Professional Development Award in Professional Photography at SCQF level 9, and would be suitable for candidates who have considerable experience and knowledge of photography.

The Unit presupposes access to professional photography equipment and facilities.

Assessment of this Unit should be both process and product based. Evidence should be presented in a combination of workbook, portfolio and presentations.

Ideas for Outcome 1 should emerge through discussion between candidates and the tutor. The location briefs generated by candidates should be realistic and achievable within the time limits of the Unit.

Outcome 2 should relate to Outcome 1 and provide a detailed plan for the production of each of the three briefs.

Higher National Unit specification: support notes (cont)

Unit title: Advanced Location Photography

Outcome 3 is the production of the images for each of the three briefs. This should refer back to the research carried out in Outcome 1 and the planning in Outcome 2.

There must be a minimum of three images produced for each brief; therefore, there will be a minimum of nine images in total. The completed work should be technically and aesthetically excellent.

Outcome 4 is the presentation and critical evaluation of the work and the experience. Candidates should select the most appropriate medium for presentation. This could be electronic presentation or mounted prints, or other medium, such as portfolio or a book.

Candidates should discuss and critically evaluate the work and the experience of the Unit with the tutor.

Candidates should take into account the climatic conditions when undertaking location photography work, to ensure that conditions are suitable to enable candidates to be able to fulfil their brief.

Opportunities for developing Core Skills

All elements of the Core Skill of Problem Solving at SCQF level 6, namely Planning and Organising, Critical Thinking, and Reviewing and Evaluating could be developed and enhanced as the practical work for the Unit is undertaken. Candidates need to critically analyse the issues inherent in assuring that each image is consistent with a specific brief. They should identify and consider variables, including resources available, and analyse the significance of each before exploring an appropriate strategic approach. Creative interpretation of briefs and selection of appropriate media will provide opportunities to develop problem solving skills to a sophisticated level. Critical evaluation of all stages of the proposed design solutions and their potential and actual impact will be on-going and summatively assessed.

Support in developing an effective research strategy for accessing and critically evaluating paper based and electronic sources of complex information on relevant images will be of value. The production and discussion of initial drafts for the completed portfolio/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. As such, opportunities exist to develop Communication at SCQF level 6. The availability of suitable software to support an effective professional presentation could further assist in the development of Information Technology at SCQF level 6.

Candidates are expected to develop the Core Skill of Working with Others at SCQF level 6 as they undertake group work, interact with those they make presentations to, and carry out a series of solutions. Candidates should be made aware of techniques to put subjects at ease, or to create appropriate environments, using reflective listening and non-verbal communication, including making eye contact and relaxed body language. They should know how to initiate actions confidently and in a way that progresses communication and they should continually modify and adapt their approach to produce desired effects.

Higher National Unit specification: support notes (cont)

Unit title: Advanced Location Photography

Numeracy is likely to be developed at SCQF level 6 as a working tool as candidates undertake and apply the range of calculations involved in composition, lighting, exposure and lighting ratios to meet desired effects in a cohesive style.

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 document *Assessment and Quality Assurance for Open and Distance Learning* which is available on SQA's website: www.sqa.org.uk.

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).

General information for candidates

Unit title: Advanced Location Photography

This Unit is designed to enable you to originate a minimum of three location photography briefs. You will plan and organise the production of images for the briefs. On completion of the work you will present and critically evaluate the produced images, reviewing the whole experience of the Unit.

It is intended that you would develop your autonomy and self direction with this Unit and take personal ownership of the whole process of creation of the briefs and the planning, production, presentation and critical evaluation of the images. It would be expected that you would have regular advice and support from the tutor and discussion with other candidates.

Location photography can include subjects such as: landscape, architecture, location fashion, location portraiture, sport, and photojournalism.

For Outcome 1 you will originate and produce a minimum of three location photography briefs for yourself.

Outcome 2 requires you to plan and organise for the location photography briefs. All of your research, planning and organisation should be collated in a workbook.

You should consider the following points:

- ◆ Time management
- ◆ Transport
- ◆ Equipment and materials
- ◆ Climatic conditions

For Outcome 3 you will produce a minimum of three images for each brief (a total of at least nine images). The images produced by you should demonstrate a personal creative response to the briefs, informed by the earlier research, planning and organisation. The images should be technically and aesthetically excellent.

For Outcome 4 you will choose a presentation medium and present the final images from Outcome 3. You will critically evaluate the work and the experience of the Unit. This critical evaluation should make reference to the research, planning and organisation in Outcomes 1 and 2.

You will need to pass Outcome 1 before proceeding to Outcome 2. Outcomes 3 and 4 are likely to be assessed holistically, but in undertaking the assessment for these Outcomes, you should make reference to Outcomes 1 and 2.