

Higher National Unit specification

General information for centres

Unit title: Photography: Major Project

Unit code: F1T2 36

Unit purpose: This Unit is designed to enable candidates to improve their professional effectiveness by developing their practical skills and knowledge in a specialist area of photography. This Unit allows candidates to develop conceptual and innovative ideas towards a comprehensive body of work that exhibits technical excellence and originality. The Unit will enhance the development of qualitative creative exploration and enquiry with the ability to produce a professional standard of completed work.

On completion of the Unit candidates should be able to:

- 1 Research and produce a project proposal for a chosen specialism.
- 2 Produce a detailed plan for the project.
- 3 Produce a critically reflective diary throughout the Unit.
- 4 Produce images in relation to the proposal.
- 5 Present and critically evaluate final images.

Credit points and level: 4 HN credits at SCQF level 9: (32 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. Candidates with a similar qualification and/or relevant professional experience may also be considered.

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.

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.

General information for centres (cont)

Assessment: The focus of this Unit is on acquiring professional skills and applying research and critical evaluation techniques to improve professional performance. It is suitable for holistic assessment and could be assessed using a portfolio or workbook approach.

The portfolio could include different types of evidence covering both product and process. This would include the brief, the plan, a diary with personal critically reflective accounts by candidates and 20–30 high quality images produced in relation to the brief which demonstrate a high level of integrated conceptual thinking and technical skills.

The actual number of prints required for this Unit will be decided in consultation with the tutor and will depend on the complexity of the plan. The plan and the resulting images must reflect the time allocated for this Unit. As a guide assignments requiring a large amount of studio work eg still life, advertising and fashion, should require approximately 20 prints. Location projects eg photo-journalism or documentary should be at the upper limit of 30 prints.

The research, brief, plan and the critically reflective diary should all be contained in a workbook.

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

Candidates should discuss their ideas and justify their plan with their tutor. This could be achieved with one-to-one tutorials to ensure the plan meets all the Evidence Requirements.

The project must be appropriate to the development of skills at SCQF level 9. This means that the project has to generate evidence that allows candidates to display an appropriate level of management of their own work. This should also provide opportunities for them to synthesise their knowledge, skills and experience in the field of professional photography. The project must also be of sufficient length to enable ongoing monitoring, revision, risk management and changes to be evidenced.

Candidates may negotiate an alternative method of assessment with their tutor.

Higher National Unit specification: statement of standards

Unit title: Photography: Major Project

Unit code: F1T2 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

Research and produce a project proposal for a chosen specialism

Knowledge and/or Skills

- ◆ Current and emerging trends within chosen specialism
- ◆ Project proposal
- ◆ Research
- ◆ Communication

Evidence Requirements

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

- ◆ critically analyse sources of evidence to determine current and emerging trends
- ◆ produce a realistic and achievable project proposal
- ◆ research into a chosen specialism
- ◆ effectively communicate the proposal to the tutor

The proposal must be suitable to enable candidates to achieve 20-30 images in Outcomes 2 and 4 and must show evidence of research.

Assessment Guidelines

This Outcome should be holistically assessed with Outcomes 2, 3 and 4, where candidates produce and submit their final portfolio for summative assessment. It is recommended that this evidence should form part of a portfolio or workbook.

This should be formatively assessed through a process of one-on-one meetings with the tutor. This formative assessment should then contribute towards the summative assessment at end of the Unit. Meetings should be included in critically reflective accounts in a workbook or portfolio.

Higher National Unit specification: statement of standards (cont)

Unit title: Photography: Major Project

Outcome 2

Produce a detailed plan for the project

Knowledge and/or Skills

- ◆ Planning schedule
- ◆ Time management, budget and personal organisation
- ◆ Aims and objectives
- ◆ Creative solutions
- ◆ Risk analysis and contingency planning

Evidence Requirements

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

- ◆ produce a project plan which must have realistic, appropriate and achievable objectives. The plan must include:
 - schedule
 - budget
 - timelines
 - setting of aims and objectives
 - creative solutions to the project proposal
 - risk analysis and contingency planning
- ◆ plan for 20–30 images which demonstrate a high level of integrated conceptual thinking and technical skills

Assessment Guidelines

This Outcome should be holistically assessed with Outcomes 1, 3 and 4, where candidates produce and submit their final portfolio for summative assessment. It is recommended that this evidence should form part of a portfolio or workbook.

The plan should allow candidates to provide evidence of a high level of integrated conceptual thinking through a combined use of innovative design and photographic solutions.

Candidates should discuss their ideas and justify their plan with their tutor. This should be formatively assessed through a process of one-on-one meetings with the tutor to ensure the plan meets all the Evidence Requirements.

Notes of the meetings should be included in critically reflective accounts in a workbook or portfolio.

Higher National Unit specification: statement of standards (cont)

Unit title: Photography: Major Project

Outcome 3

Produce a critically reflective diary throughout the Unit

Knowledge and/or Skills

- ◆ Time management and personal organisation
- ◆ Risk analysis and contingency planning
- ◆ Critically reflective accounts
- ◆ Progress monitoring and evaluation
- ◆ Progress review
- ◆ Critical reflection

Evidence Requirements

Candidates will need to provide evidence to demonstrate their Knowledge and/or Skills by showing that they can produce a critically reflective diary showing:

- ◆ planned and actual shooting times
- ◆ health and safety considerations
- ◆ organisation including equipment and personnel requirements
- ◆ critical reflection on each image in the assignment
- ◆ critical reflection on each one-to-one meeting with the tutor
- ◆ justification of any changes to the original plan

Assessment Guidelines

This Outcome should be holistically assessed with Outcomes 1, 2 and 4, where candidates produce and submit their final portfolio for summative assessment. It is recommended that this evidence should form part of a portfolio or workbook.

Candidates should meet regularly with their tutor to discuss their ideas and the project as it develops.

Notes of the meetings should be included in critically reflective accounts in a workbook or portfolio.

Higher National Unit specification: statement of standards (cont)

Unit title: Photography: Major Project

Outcome 4

Produce images in relation to the proposal

Knowledge and/or skills

- ◆ Conceptual thinking
- ◆ Creative solutions
- ◆ Technical control
- ◆ Logistical planning
- ◆ 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 20–30 images which demonstrate high levels of logistical planning, autonomy, initiative and decision making resulting in creative solutions to the project design

Candidates will be expected to apply advanced photographic techniques and images produced must be provided in print format of a minimum of size A4, mounted, and must show a high level of creativity, imagination, conceptual thinking and technical control.

Assessment guidelines

This Outcome should be holistically assessed with Outcomes 1, 2 and 3 and should be where candidates produce and submit their final portfolio for summative assessment. It is recommended that this evidence should form part of a portfolio or workbook.

This cumulative assessment activity undertaken by candidates for Outcomes 1, 2, 3 and 4 should form the basis for their tasks and assessment in Outcome 5.

Higher National Unit specification: statement of standards (cont)

Unit title: Photography: Major Project

Outcome 5

Present and critically evaluate final images

Knowledge and/or skills

- ◆ Presentation media
- ◆ Critically evaluative skills
- ◆ Presentation skills
- ◆ Personal critical reflection
- ◆ Communication

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 20–30 images produced for the project
- ◆ critically evaluate imagery produced for the project
- ◆ critically reflect on how the process went according to the plan
- ◆ effectively communicate the completed project to an audience

Assessment guidelines

The cumulative assessment activity undertaken by candidates for Outcomes 1, 2, 3 and 4 should form the basis for their tasks and assessment for this Outcome.

For this Outcome candidates should make a presentation to an audience, which may include their tutor(s), peers and invited professional photographers.

Candidates' critical evaluation should make reference to the suitability of images in relation to the project proposal. It should also contain references of any changes or adaptation of the original plan with explanations. Candidates should articulate and promote understanding of the importance of unique solutions to the project through a coherent oral presentation of the ideas informing candidates' creative directions.

The project must be appropriate to the development of skills at SCQF level 9. This means that the project has to generate evidence that allows candidates to display an appropriate level of management of their own work. This should also provide opportunities for them to synthesis their knowledge, skills and experience in the field of professional photography. This is a substantial project in terms of credit value, so should be continuously critically reflective and critically evaluative throughout and be of sufficient length to enable ongoing monitoring, revision, risk management and changes to be evidenced.

Administrative Information

Unit code: F1T2 36
Unit title: Photography: Major Project
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: Photography: Major Project

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 160 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, have a relevant visual art qualification or relevant work experience. The Unit may also apply to candidates in relevant employment who wish to develop and/or enhance their skills as a form of Continuing Professional Development (CPD).

The purpose of this Unit is to allow candidates to develop an area of photography which interests them and increases their employability (including self-employment) in the photography sector. Indicative examples of areas of photography for this Unit include: fashion, advertising, photo-journalism, applied, portraiture, documentary, architecture, corporate and fine art.

This Unit is also designed to enhance and develop candidates' capacity for self-direction in the planning, production and critical review of their own work to achieve confidence in their skills and abilities. Candidates should achieve a mature and professional work practice which would enable them to deal with professional photography assignments.

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. They should use a range of sources to make judgements about their own progress and achievements, and how these might relate to future employment.

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. Candidates should provide critically reflective accounts of these meetings in a workbook or portfolio, which should be submitted as evidence in the final project portfolio they submit for assessment.

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 critically reflective, holistic and portfolio or workbook based for Outcomes 1 to 4, with Outcome 5 being assessed separately as a presentation of the evidence gathered in a portfolio for the previous Outcomes.

Higher National Unit specification: support notes

Unit title: Photography: Major Project

Ideas for Outcome 1 should emerge through discussion between candidates and the tutor. Candidates should undertake research to produce a plan which is realistic and achievable.

Candidates will research and produce a project proposal for their chosen specialism. They will need to critically analyse different sources of evidence eg internet, books, exhibitions, visits and or contact with professional photographers. Candidates should provide critically reflective accounts of ongoing meetings with their tutor. Finally, candidates will produce a realistic and achievable project proposal.

Outcome 2 should again involve discussion between the candidate and the tutor. Candidates should produce a plan which provides creative solutions to the project proposal. The plan should show evidence of research, a schedule of work, timelines and creative solutions to the project proposal. The plan should show clear aims and objectives backed up with research. Candidates should also incorporate in the plan the opportunity to demonstrate a high level of integrated conceptual thinking through a combined use of innovative design and photographic solutions. Candidates should provide critically reflective accounts of ongoing meetings with their tutor.

In Outcome 3 candidates will need to produce a critically reflective diary as they undertake each task. The diary should contain planned and actual shooting times with an explanation of any changes, health and safety considerations with a risk analysis, organisation, including personnel and equipment requirements, and a critical reflection on each assignment.

Outcome 4 is the production of images in relation to the proposal and the plan. Candidates will need to produce 30 images which demonstrate high levels of initiative and decision making resulting in effective solutions to the project design. Images must show a high level of imagination and technical control. It is possible for candidates to use a maximum of 10 images (from the 30 required) generated from other Units in the PDA in Professional Photography at SCQF level 9 if they fit in with the proposed plan, though this should be agreed with the tutor.

Outcome 5 is the presentation and critical evaluation of the project and the experience. Candidates should select the most appropriate medium for presentation for their previously submitted project portfolio. This could be electronic presentation, mounted prints, a portfolio, workbook or a suitable method of the candidates' choosing, in negotiation with the tutor. In making their presentation to the group, candidates should be both critically reflective and critically evaluative.

The critical evaluation should make reference to the suitability of images in relation to the project proposal. It should contain references to any changes or adaptation of the original plan with explanations. Candidates should articulate and promote understanding of the importance of unique solutions to the project through a coherent oral presentation of the ideas informing the candidates' creative directions.

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.

Higher National Unit specification: support notes (cont)

Unit title: Photography: Major Project

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 eg fashion photography, social photography, corporate photography etc. 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.

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.

Higher National Unit specification: support notes (cont)

Unit title: Photography: Major Project

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: Photography: Major Project

This Unit is designed to allow you to specialise in an area of photography that you are interested in. You will research historical and contemporary photographic practice and produce a project proposal for your chosen specialism. You will then produce a plan on how you are going to undertake your Project. You will produce images in relation to the plan, keeping a critically reflective diary of your progress. Finally, you will present, critically reflect upon and critically evaluate your images, reviewing the whole experience in relation to your project proposal and plan.

It is intended that you will develop your autonomy and self-direction in learning and take personal ownership of the process of planning, production and critically reviewing your own work. It would be expected that you would have regular advice, discussion and support from the tutor and with other candidates. For Outcomes 1 to 4, you should provide critically reflective accounts of ongoing meetings with their tutor. For Outcome 5, you should be critically reflective in the presentation of your project to the audience.

For Outcome 1 you will research and produce a project proposal for your chosen specialism. You will need to critically analyse different sources of evidence eg internet, books, exhibitions, visits and or contact with professional photographers. Then you will have to produce a realistic and achievable project proposal.

Outcome 2 requires you to produce a detailed plan for your project proposal. The plan should show evidence of research, a schedule of work, timelines and creative solutions to the project proposal. It must show clear aims and objectives and allow you to demonstrate a high level of integrated conceptual thinking through a combined use of innovative design and photographic solutions.

In Outcome 3 you will need to produce a critically reflective diary as you undertake each task. The diary should contain planned and actual shooting times with an explanation of any changes, health and safety considerations with a risk analysis, organisation, including personnel and equipment requirements, and a critical reflection on each assignment.

In Outcome 4 you will produce images in relation to the proposal and the plan. You will need to produce 30 images which demonstrate high levels of initiative and decision making resulting in effective solutions to the Project design. Images must show a high level of imagination and technical control. It is possible to use a maximum of 10 images (from the 30 required) generated from other Units in the PDA in Professional Photography at SCQF level 9 if they fit in with the proposed plan. This should be in agreement with your tutor.

Outcome 5 is the presentation and critical evaluation of the project and the experience. You should select the most appropriate medium for presentation. This could be electronic presentation, mounted prints, a portfolio, workbook or a suitable method of your choosing, in negotiation with your tutor.

The critical evaluation should make reference to the suitability of images in relation to the project proposal. It should contain references to any changes or adaptation of the original plan with explanations. You should articulate and promote understanding of the importance of unique solutions to the project through a coherent oral presentation stating your creative directions.

General information for candidates

Unit title: Photography: Major Project

Assessment of this Unit should be critically reflective, holistic and portfolio or workbook based for Outcomes 1 to 4, with Outcome 5 being assessed separately as a presentation of the evidence gathered in a portfolio for the previous Outcomes.

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