

Higher National Unit specification

General information for centres

Unit title: Photography: Portfolio Production and Presentation

Unit code: F1T5 36

Unit purpose: This Unit has been designed to enable candidates to produce a professional portfolio of finished images which would be suitable to demonstrate their skills and knowledge to prospective clients or employers. The portfolio should reflect the range and strengths of candidates' own work and be in a format that is appropriate to their progression into work or continued education.

On completion of the Unit candidates should be able to:

- 1 Select and critically evaluate own photographic prints for inclusion in a portfolio.
- 2 Sequence selected photographic prints in a professional portfolio.
- 3 Present and critically evaluate a completed portfolio of photographs.

Credit points and level: 1 HN credit at SCQF level 9: (8 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, 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: This Unit should be assessed holistically and requires candidates to produce a portfolio of photography images and participate in a controlled presentation and interview situation. Selection, sequencing and editing of the portfolio can be discussed with the tutor throughout this Unit.

Presentation of the completed portfolio should demonstrate a professional standard.

The form of presentation should be discussed with the tutor and should be the most effective way of presenting the work.

Candidates should demonstrate critical evaluation skills with regard to the portfolio work and presentation.

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

Higher National Unit specification: statement of standards

Unit title: Photography: Portfolio Production and Presentation

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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

Select and critically evaluate own photographic prints for inclusion in a portfolio

Knowledge and/or Skills

- ◆ Visual communication
- ◆ Applied media techniques
- ◆ Awareness of industry practice and stylistic conventions
- ◆ Critical evaluation

Evidence Requirements

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

- ◆ have an awareness of contemporary sector practice and conventions in the selection of own work
- ◆ select at least 20 of their own photographic prints for inclusion in a portfolio for an identified purpose
- ◆ critically evaluate prints

Assessment Guidelines

The assessment for this Outcome can be combined with Outcomes 2 and 3 as part of a single instrument of assessment for this Unit, details of which are given under Outcome 3.

Images produced by candidates through other Units in the PDA in Professional Photography at SCQF level 9, through their professional practice, or created whilst undertaking the HND in Photography may be used for the purposes of this Unit, as the evidence required for this Unit is that candidates demonstrate awareness of and an ability to critically evaluate contemporary sector practice rather than produce images.

Higher National Unit specification: statement of standards (cont)

Unit title: Photography: Portfolio Production and Presentation

Outcome 2

Sequence selected photographic prints in a professional portfolio

Knowledge and/or Skills

- ◆ Range and themes
- ◆ Print finishing
- ◆ Presentation formats
- ◆ Portfolio preparation techniques

Evidence Requirements

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

- ◆ sequence a range of at least 20 photographic prints suitable for inclusion in a portfolio
- ◆ make any necessary adjustments to the finished print eg spotting or retouching
- ◆ present the work in a format or formats suitable for the intended purpose
- ◆ select appropriate portfolio format for the completed prints

Assessment Guidelines

The assessment of this Outcome can be combined with Outcomes 1 and 3 as part of a single instrument of assessment for this Unit, details of which are given under Outcome 3 below.

Images produced by candidates through other Units in the PDA in Professional Photography at SCQF level 9, through their professional practice, or created whilst undertaking the HND in Photography may be used for the purposes of this Unit, as the evidence required for this Unit is that candidates demonstrate awareness of and an ability to critically evaluate contemporary sector practice rather than produce images.

Higher National Unit specification: statement of standards (cont)

Unit title: Photography: Portfolio Production and Presentation

Outcome 3

Present and critically evaluate a completed portfolio of photographs

Knowledge and/or Skills

- ◆ Personal presentation techniques
- ◆ Interview techniques
- ◆ Communication
- ◆ Critical evaluation

Evidence Requirements

Candidates will need to provide evidence to demonstrate their Knowledge and/or Skills by presenting a portfolio of work that reflects their interests, expertise and level of professionalism which is appropriate for its intended purpose. This will include the following:

- ◆ candidates will present a portfolio of a minimum of 20 photographic prints to a client in a 10–15 minute interview
- ◆ during the interview candidates will explain and critically evaluate the portfolio, and answer questions on it which:
 - critically reflects their abilities
 - highlights their specialisms
 - demonstrates their professionalism

Assessment Guidelines

The assessment for this Outcome can be combined with Outcomes 1 and 2 as part of a single instrument of assessment for this Unit.

The selection of work should be appropriate for their chosen progression route, clearly identifying candidates' visual awareness, technical ability, and commitment to a photography career. Candidates will be expected to present a range of photographic images that meets its required purpose. The presentation, style, range and content should be determined by the interview constraints and the proposed progression route.

The portfolio may be presented in various formats, and in some cases more than one format may be appropriate eg electronic presentation, CD, web site, brochure, book, portfolio case, etc. The portfolio should communicate a clear progression and style to the interviewer. The portfolio should include prints, but the presentation can use images in a range of formats.

Images produced by candidates through other Units in the PDA in Professional Photography at SCQF level 9, through their professional practice, or created whilst undertaking the HND in Photography may be used for the purposes of this Unit, as the evidence required for this Unit is that candidates demonstrate awareness of and an ability to critically evaluate contemporary sector practice rather than produce images.

Administrative Information

Unit code: F1T5 36

Unit title: Photography: Portfolio Production and Presentation

Superclass category: KE

Original date of publication: May 2007

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History of changes:

Version	Description of change	Date

Source: SQA

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Higher National Unit specification: support notes

Unit title: Photography: Portfolio Production and Presentation

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 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 be appropriate for 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 for candidates to provide a portfolio of photographic images which demonstrate their abilities and strengths, reflecting their interests and specialisms for progression into work or continued education.

Candidates will select and edit either the work they have produced during their studies for the Professional Development Award in Professional Photography at SCQF level 9, through their professional practice, or whilst undertaking the HND in Photography. The evidence required for this Unit is that candidates demonstrate awareness of and an ability to critically evaluate contemporary sector practice rather than produce images.

The work should be sequenced and completed to suit the presentation and they wish to use. They may decide to have more than one form of presentation and they can agree this with their tutor. The portfolio can be presented in any form which is suitable for its intention, but must include a minimum of 20 photographic prints. The final presentation, however, can be in different formats eg electronic, published, printed, mounted, or indeed a combination of these.

In addition to the selection and presentation of candidates' photography portfolio, they will have to attend a review interview where they will be asked questions about their work and career aspirations. This will allow candidates to confidently discuss elements of their work within a controlled setting, responding to questions set by either an interviewer or a panel. This will give them support and directional help in both their work and career aspirations.

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.

If used as part of the PDA in Professional Photography at SCQF level 9, this Unit should be delivered towards the end of this Group Award and would be the conclusion of a progression of work across the other Units that make up the PDA.

Higher National Unit specification: support notes (cont)

Unit title: Photography: Portfolio Production and Presentation

This Unit represents the culmination of all of the candidates work for all the PDA Units and should reflect the strengths and abilities of candidates. Candidates should be encouraged to discuss and review the selection of their work for their portfolio with their tutor, in the group and with other professionals.

For Outcome 1 candidates should select a minimum of 20 photographic prints suitable for the intended portfolio.

Outcome 2 requires candidates to sequence the selected images in the portfolio. Candidates must select the appropriate form of presentation for the intended purpose of the portfolio. This should provide candidates the opportunity to explore a range of presentation styles, formats and interview conventions that will allow them to critically reflect upon their abilities while demonstrating their professionalism.

Outcome 3 requires candidates to present the completed portfolio, critically evaluate the work in the portfolio and answer questions about the work.

Interviews may be conducted by a visiting professional photographer, or employer or a panel which could include several members including the tutor.

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 critically 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. Evaluation of all stages of proposed design solutions and their potential and actual impact will be on-going and formatively assessed.

Support in developing an effective research strategy for accessing and 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 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 should know how to initiate actions confidently and in a way that progresses communication, and continually modify and adapt their approaches 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.

Higher National Unit specification: support notes (cont)

Unit title: **Photography: Portfolio Production and Presentation**

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: Photography: Portfolio Production and Presentation

In this Unit you will provide a portfolio of photographic images which demonstrate your abilities and strengths and reflect your interests and specialisms for progression into work or continued education.

You will select and edit either the work you have produced during your studies for the Professional Development Award in Professional Photography at SCQF level 9, through your professional practice, or whilst undertaking the HND in Photography. The evidence required for this Unit is that you demonstrate awareness of and an ability to critically evaluate contemporary sector practice rather than produce images.

The work should be sequenced and completed to suit the presentation form you wish to use. You may decide to have more than one form of presentation and you can agree this with your tutor.

The portfolio can be presented in any form which is suitable for its intention, but must include a minimum of 20 photographic prints. The final presentation, however, can be in different formats eg electronic, published, printed, mounted, or indeed a combination of these.

In addition to the selection and presentation of your photography portfolio you will have to attend a review interview where you will be asked questions about your work and your career aspirations. This will allow you to confidently discuss elements of your work within a controlled setting, responding to questions set by either an interviewer or a panel. This will give you support and directional help in both your work and your career aspirations.

In Outcome 1 you will need to provide evidence to demonstrate their knowledge and/or skills by showing that you:

- ◆ have an awareness of contemporary sector practice and conventions in the selection of your own work
- ◆ can select at least 20 of you own photographic prints for inclusion in a portfolio for an identified purpose
- ◆ can critically evaluate prints

In Outcome 2 you will need to provide evidence to demonstrate their knowledge and skills by showing that you can:

- ◆ sequence a range of at least 20 photographic prints suitable for inclusion in a portfolio
- ◆ make any necessary adjustments to the finished print eg spotting or retouching
- ◆ present the work in a format or formats suitable for the intended purpose
- ◆ select an appropriate portfolio format for the completed prints

General information for candidates (cont)

Unit title: Photography: Portfolio Production and Presentation

In Outcome 3 you will be required to present a portfolio of work that reflects your interests, expertise and level of professionalism which is appropriate for its intended purpose. This will include the following:

- ◆ you will present a portfolio of a minimum of 20 photographic prints to a client in a 10–15 minute interview
- ◆ during the interview you will explain and critically evaluate the portfolio, and answer questions on it which:
 - critically reflects on your abilities
 - highlights your specialisms
 - demonstrates your professionalism

The selection of work should be appropriate for your chosen progression route, clearly identifying visual awareness and technical ability. You will be expected to present a range of photographic prints that meets its required purpose. The presentation, style, range and content should be determined by the interview constraints and the proposed progression route.

The portfolio must include 20 prints. However, in your presentation you may use a range of formats, and in some cases more than one format may be appropriate eg electronic presentation, CD, website, brochure, book, portfolio case etc. Your portfolio should communicate a clear progression and style to the interviewer.