

Higher National Unit specification

General information for centres

Unit title: Photography: Professionally Set Project

Unit code: F1T9 36

Unit purpose: This Unit is designed to enable candidates to develop their conceptual ideas and provide creative solutions to live projects. Candidates will be expected to provide original interpretations of two professionally set briefs.

On completion of the Unit candidates should be able to:

- 1 Critically analyse and produce creative solutions to professionally set projects.
- 2 Critically reflect on images produced to meet the requirements of professionally set projects.

Credit points and level: 2 HN credits at SCQF level 9: (16 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 creative techniques and solutions to professionally set projects. It is suitable for holistic assessment and may be assessed using a portfolio approach.

The portfolio should include different types of evidence covering both product and process. The final images must meet all the specified requirements of the professionally set project, and must provide evidence that critical analysis and critical reflection have been undertaken by candidates.

Meeting specific and definitive timescales are an essential requirement of this Unit.

Higher National Unit specification: statement of standards

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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

Critically analyse and produce creative solutions to professionally set projects

Knowledge and/or Skills

- ◆ Critical analysis and comprehension
- ◆ Aims and objectives
- ◆ Personal planning
- ◆ Time management
- ◆ Technical requirements
- ◆ Creative solutions

Evidence Requirements

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

- ◆ produce an illustrated plan with creative solutions for two professionally set projects or commissions. The solutions will need to include:
 - a critical and comprehensive analysis and interpretation of the project
 - clear aims and objectives
 - achievable goals
 - realistic timescales
 - technical requirements
 - creative proposal for the project

Assessment Guidelines

This Unit can be assessed holistically and this should be in the form of a portfolio of completed work and a supporting workbook which shows evidence of planning, organisation and creative interpretation.

The solution should allow candidates to demonstrate 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 could be achieved with one-to-one tutorials to ensure the plan meets all the Evidence Requirements.

Higher National Unit specification: statement of standards (cont)

Unit title: Photography: Professionally Set Project

It is essential that the plan is produced within the given timescale.

Outcome 2

Critically reflect on images produced to meet the requirements of professionally set projects

Knowledge and/or Skills

- ◆ Conceptual thinking
- ◆ Creative solutions
- ◆ Technical control
- ◆ Logistical planning
- ◆ Lighting composition and viewpoint
- ◆ Visual communication
- ◆ Time management
- ◆ Critical reflection

Evidence Requirements

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

- ◆ produce the required number of images for each of the two projects which demonstrate high levels of initiative and decision making, resulting in effective solutions to the project design

Images must show a high level of creativity and technical control.

Candidates must meet the requirements of each set project which will include:

- ◆ image format
- ◆ image size
- ◆ subject matter
- ◆ number of images
- ◆ visual communication
- ◆ deadline
- ◆ critical reflection

Candidates must critically reflect on their own work and development throughout the Unit, and use a range of sources to make judgements about their own progress and achievements.

Assessment Guidelines

This Unit can be assessed holistically and this should be in the form of a portfolio of completed work and a supporting workbook which shows evidence of planning, organisation and creative interpretation.

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

Higher National Unit specification: statement of standards (cont)

Unit title: Photography: Professionally Set Project

The final images for each project should relate to the plan produced in Outcome 1.

The images must be produced within the given timeframe and demonstrate a creative interpretation of the brief meeting all the supplied instructions for each brief.

The required number of images that need to be produced is set by competition organisers, so candidates will be informed of this once they have obtained the competition brief.

Administrative Information

Unit code: F1T9 36

Unit title: Photography: Professionally Set Project

Superclass category: KE

Original date of publication: May 2007

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: Professionally Set 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 80 hours.

Guidance on the content and context for this Unit

This Unit is suitable for candidates who have 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 apply to candidates in relevant employment who wish to develop and/or enhance their skills as a form of Continuing Professional Development (CPD).

A significant element of this Unit has been designed to enhance and develop candidates' capacity for self-direction in the planning, production and reviewing 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 projects.

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 set projects. Candidates should critically analyse each brief and critically reflect on their own work and development throughout the Unit, using 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.

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, and would be suitable for candidates who have considerable experience and knowledge of photography. This would normally be candidates who have achieved an HND in Photography, or have comparable experience and knowledge.

The Unit presupposes access to professional photography equipment and facilities.

Assessment of this Unit should be holistic and portfolio and workbook based.

Outcome 1 should involve discussion between candidates and their tutor. Candidates should produce a plan which provides creative solutions to each set project. The plan should show a schedule of work, timelines and creative solutions to each set project. The plan should show clear aims and objectives backed up with illustrations.

Candidates should also incorporate into the plan the opportunity to demonstrate a high level of integrated conceptual thinking through a combined use of innovative design and photographic solutions.

Higher National Unit specification: support notes (cont)

Unit title: Photography: Professionally Set Project

Outcome 2 is the production of images to meet the requirements of professionally set projects in relation to the plan (Outcome 1). Candidates will need to produce images which demonstrate high levels of initiative and decision making resulting in effective solutions to the set projects. Images must show a high level of imagination and technical control.

Candidates must critically reflect on their own work and development throughout the Unit, and use a range of sources to make judgements about their own progress and achievements.

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.

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 formatively assessed.

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 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 to the set projects. 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.

Higher National Unit specification: support notes (cont)

Unit title: Photography: Professionally Set Project

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: Professionally Set Project

This Unit is designed to enable you to develop your conceptual ideas and provide creative solutions to live projects. You will be expected to provide original interpretations of two professionally set briefs. This Unit is concerned with the fulfilment of instructions in accordance with each supplied project to professional standards.

You will develop your autonomy and self-direction within this Unit and take personal ownership of the whole process of creation of the solution for the project the planning, production and presentation of the images. You will have regular advice, discussion and support from your tutor and with other candidates.

For Outcome 1 you will need to produce an illustrated plan with creative solutions for two professionally set projects or commissions. The solutions will need to include:

- ◆ a critical and comprehensive interpretation of the project
- ◆ clear aims and objectives
- ◆ achievable goals
- ◆ realistic timescales
- ◆ technical requirements
- ◆ creative proposal for the project

You will be given two separate projects which will normally be national photographic competitions. You will critically analyse the project, producing a plan of how you are going to undertake it, paying careful attention to the set rules governing each project. You will provide your own interpretation of the project state the timescales you intend to work with ensuring they allow you to finish the project within the stated deadline, explain the techniques you will be using along with the equipment required and ensure your solution is achievable within the intended timescale.

For Outcome 2 you will produce images to meet the requirements of professionally set projects in relation to the plan (Outcome 1). You will need to produce images which demonstrate high levels of initiative and decision making resulting in effective solutions to the set projects. Images must show a high level of imagination and technical control.

You must critically reflect your own work and development throughout the Unit, and use a range of sources to make judgements about your progress and achievements.

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

The images that you produce must show a high level of imagination and technical control. You must meet the requirements of the set project which will include:

- ◆ image format
- ◆ image size
- ◆ subject matter
- ◆ number of images
- ◆ visual communication
- ◆ deadline
- ◆ critical reflection

General information for candidates (cont)

Unit title: Photography: Professionally Set Project

You must critically reflect on your own work and development throughout the Unit, and use a range of sources to make judgements about your progress and achievements which should be included in the workbook.