



National Unit specification: general information

Unit title: Digital Photography: Workflow and Creative Manipulation

Unit code: FR2H 12

Superclass: CB

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Version: 02

Summary

The purpose of this Unit is to enable candidates to undertake effective practical management of workflow and enhancement of digital image files. It will enable candidates to research current software applications which will facilitate file management, image enhancement and workflow and evaluate their efficiency in terms of their digital asset management skills.

This is a mandatory Unit in the National Certificate in Photography at SCQF level 6 but can also be taken as a free-standing Unit. It provides suitable preparation for candidates wishing to undertake further study in photography.

Outcomes

- 1 Research a variety of digital workflow and creative image enhancement software techniques.
- 2 Manage digital workflow to a given brief.
- 3 Enhance digital image files to a given brief.
- 4 Evaluate the effectiveness of digital asset management and image enhancement techniques.

Recommended entry

While entry is at the discretion of the centre, candidates would normally be expected to have attained the following, or equivalent: *FR2F 12: Digital Photography: Basic File Optimisation (SCQF level 6)*.

National Unit specification: general information (cont)

Unit title: Digital Photography: Workflow and Creative Manipulation

Credit points and level

1 National Unit credit at SCQF level 6 (6 SCQF credit points at SCQF level 6)

**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.*

Core Skills

Achievement of this Unit gives automatic certification of the following Core Skills component:

Complete Core Skill Information and Communication Technology at SCQF level 5

Core Skill component Critical Thinking at SCQF level 6

There are also opportunities to develop aspects of Core Skills which are highlighted in the Support Notes of this Unit specification.

National Unit specification: statement of standards

Unit title: Digital Photography: Workflow and Creative Manipulation

Acceptable performance in this Unit will be the satisfactory achievement of the standards set out in this part of the Unit specification. All sections of the statement of standards are mandatory and cannot be altered without reference to SQA.

Outcome 1

Research a variety of digital workflow and creative image enhancement software techniques.

Performance Criteria

- (a) Research a variety of digital workflow methodologies.
- (b) Research digital workflow software applications.
- (c) Research image enhancement methodologies and software packages.

Outcome 2

Manage digital workflow to a given brief.

Performance Criteria

- (a) Import digital image files in a variety of formats.
- (b) Rename and save digital image files in a variety of locations and formats.
- (c) Use workflow software to automate modification of digital image resolution and image dimensions.
- (d) Identify, locate and retrieve digital image files.

Outcome 3

Enhance digital image files to a given brief.

Performance Criteria

- (a) Use a range of software applications to visually enhance digital image files.
- (b) Use a variety of image enhancement techniques to enhance digital image files.
- (c) Prepare enhanced digital image files for a variety of final uses.

Outcome 4

Evaluate the effectiveness of digital asset management and image enhancement techniques.

Performance Criteria

- (a) Evaluate the effectiveness of software applications used to increase the efficiency of workflow.
- (b) Evaluate the effectiveness of techniques used in digital asset management to increase the efficiency of workflow.

National Unit specification: statement of standards (cont)

Unit title: Digital Photography: Workflow and Creative Manipulation

- (c) Evaluate the effectiveness of software applications used to visually enhance images.
- (d) Evaluate the effectiveness of techniques used to visually enhance images.

Evidence Requirements for this Unit

Evidence is required to demonstrate that candidates have achieved all Outcomes and Performance Criteria. The evidence will be obtained under open-book supervised conditions. Candidates will have access to notes and reference books.

Outcome 1

Written and/or oral recorded evidence and product evidence that demonstrates that the candidate can:

- ◆ Compare a minimum of two current software applications including free-wares which assist workflow.
- ◆ Describe at least two methods of using software applications to manage a volume of digital image files.
- ◆ Analyse at least four examples of creative image enhancement techniques which should extend beyond basic image optimisation.

Outcome 2

Written and/or oral recorded evidence and product evidence that demonstrates that the candidate can:

- ◆ Show a minimum of two different methods of importing, naming, processing and storing a variety of digital image files types.
- ◆ Use automated features of software applications to modify the name, resolution and size of a volume of digital image files.
- ◆ Safely archive/back-up digital image files using software application features which allow for efficient identification and retrieval of digital image files from a variety of sources.
- ◆ Use a minimum of two methods of locating and retrieving specific digital image files using file information.

Outcome 3

Written and/or oral recorded evidence and product evidence that demonstrates that the candidate can:

- ◆ Use a minimum of two software application packages in the enhancement of digital image files.
- ◆ Apply a minimum of three different image enhancement techniques or methodologies to creative visual effect.
- ◆ Prepare enhanced digital image files for a variety of final presentation modes, one of which must be a print minimum size of A4/maximum A3.

National Unit specification: statement of standards (cont)

Unit title: Digital Photography: Workflow and Creative Manipulation

Outcome 4

Written and/or oral recorded evidence that demonstrates that the candidate can:

- ◆ Evaluate the workflow efficiencies realised through the use of a minimum of two different software packages.
- ◆ Evaluate the creative enhancement potential of a minimum of two software applications upon digital images.
- ◆ Evaluate the creative impact of a minimum of three image enhancement techniques used.

National Unit specification: support notes

Unit title: Digital Photography: Workflow and Creative Manipulation

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 is a mandatory Unit within the NC Photography framework and is intended to provide candidates with an opportunity to build upon the knowledge and skills acquired in the Unit *xxxx xx: Digital Photography: Basic File Optimisation*.

The emphasis of this Unit is upon the management of a volume of digital images, a range file formats and the creative enhancement of digital image files. Candidates should be encouraged to research and use a variety of digital image file formats and image enhancements that add visual/creative value to original image files.

Evaluation of a variety of software applications and techniques used in the management of workflow and creative image enhancement should assist candidates in identifying the currency of a range of image file management processes and creative image enhancement techniques that are appropriate to this particular discipline.

Soft skills of critical thinking and problem solving and time and asset management are developed in this Unit as well as harder Information and Communication Technology (ICT)/vocational elements.

Knowledge and understanding developed in this Unit aligns to the National Occupational Standards for Photo Imaging (Skillset). In particular this Unit deals elements of the knowledge and skills outlined in:

PI-16 Undertake technical adjustment of images

PI-19 Maintain the imaging system

PI-21 Undertake image asset management

PI-22 Plan, set up and control the digital workflow

Guidance on learning and teaching approaches for this Unit

Outcome 1

(Suggested 20% of nominal delivery)

Candidates should be given the opportunity to investigate appropriate techniques and software packages independently; however it is strongly suggested that they should be directed to relevant websites and other resources such as online tutorials, textbooks and review articles. It is intended that these investigations should assist candidates in familiarisation with software applications available for the management of workflow and creative retouching techniques.

The emphasis of this Outcome lies in the candidate's investigation of the software applications and techniques required to manage a variety of digital files types effectively and creative image enhancement options. The investigation of workflow and image enhancement

National Unit specification: support notes (cont)

Unit title: Digital Photography: Workflow and Creative Manipulation

by candidates should be considered as only underpinning the teaching and demonstration of appropriate techniques

It is further suggested that the integration of this Outcome with Outcome 2 would allow candidates the opportunity to investigate a range of techniques and software applications which could be used, along with those demonstrated by tutors, to facilitate considerable savings in time and workload when working effectively with a variety of image files.

It would be beneficial if ongoing tutor and peer feedback is provided on the material generated by candidates during their investigation of software packages and techniques.

Outcome 2

(Suggested 30% of nominal delivery)

The suggested integration of this Outcome with the research carried out by candidates in Outcome 1 should allow a range of software packages and a number of techniques to be identified and discussed in addition to those demonstrated by tutors. However the appropriateness of workflow methodologies in the processing of RAW files for example and in the automation of file processing and naming should be underpinned by a well-defined, tutor-generated brief.

Outcome 3

(Suggested 30% of nominal delivery)

The suggested integration of this Outcome with the research carried out by candidates in Outcome 1 should allow a range of software packages and a number of techniques to be identified and discussed in addition to those demonstrated by tutors. However the scope of creative enhancements should be directly related to examples of credible, current creative practice and candidate's choice of techniques moderated by tutors. Such moderation could be achieved through discussion/critique of exemplar images sourced by both tutors and peers.

Outcome 4

(Suggested 20% of nominal delivery)

It is suggested that the integration of this Outcome with Outcomes 2 and 3 would facilitate both the critique and feedback upon these Outcomes and the generation of evaluative comments required for inclusion in a report or presentation evaluating the software applications and processes involved.

It is strongly suggested that evaluation of software applications, workflow processes and especially the creative enhancement techniques used should be based upon critique tutorials guided by tutors but also including peer review and feedback. Candidates could record the feedback and comment from both tutors and peers as a resource from which final evaluative statements could be derived.

National Unit specification: support notes (cont)

Unit title: Digital Photography: Workflow and Creative Manipulation

Guidance on approaches to assessment for this Unit

Integration of Outcomes 1 and 4 with Outcomes 2 and 3 is suggested as a useful way of reducing assessment burden for candidates, as well as allowing a holistic approach to learning and teaching. It is strongly suggested that the assessment of all Outcomes should be considered in terms of the contribution assessment can make in preparing candidates for the next Outcome within the Unit delivery.

Outcome 2 — It would be appropriate for the evidence for this Outcome to be presented as both product evidence comprising digital image files in a variety of stages of management and an illustrated report or presentation showing clearly the steps undertaken in the management and safe archival storage and retrieval of digital image files.

Outcome 3 — It would be appropriate for the evidence for this Outcome to be presented as both product evidence comprising digital image files before and after image enhancement and printed output and a workbook, either traditional, electronic, or presentation containing candidate's evaluative comments upon the creative impact of their chosen approach.

Outcome 4 — It would be appropriate for the evidence for this Outcome to be presented as a traditional workbook report or as an electronic presentation which would allow for oral recorded evidence of achievement to be made.

Opportunities for the use of e-assessment

E-assessment may be appropriate for some assessments in this Unit. By e-assessment we mean assessment which is supported by Information and Communication Technology (ICT), such as e-testing or the use of e-portfolios or e-checklists. Centres which wish to use e-assessment must ensure that the national standard is applied to all candidate evidence and that conditions of assessment as specified in the Evidence Requirements are met, regardless of the mode of gathering evidence. Further advice is available in *SQA Guidelines on Online Assessment for Further Education (AA1641, March 2003)*, *SQA Guidelines on e-assessment for Schools (BD2625, June 2005)*.

Opportunities for developing Core Skills

In this Unit candidates will develop skills in effective management and enhancement of digital image files.

Candidates will:

- ◆ Investigate a range of techniques and software applications.
- ◆ Describe methods of using software applications.
- ◆ Manage digital workflow.
- ◆ Apply techniques and software applications to visually enhance digital image files.
- ◆ Evaluate effectiveness of software applications, workflow processes and creative enhancement techniques.

National Unit specification: support notes (cont)

Unit title: Digital Photography: Workflow and Creative Manipulation

This means that as candidates are doing this Unit they will be developing aspects of the Core Skills of *Communication, Problem Solving* and *Information and Communication Technology*.

In addition, candidates may develop aspects of the Core Skill of *Working with Others* through class discussion and peer review activities.

Disabled candidates and/or those with additional support needs

The additional support needs of individual candidates should be taken into account when planning learning experiences, selecting assessment instruments, or considering whether any reasonable adjustments may be required. Further advice can be found on our website www.sqa.org.uk/assessmentarrangements

History of changes to Unit

Version	Description of change	Date
02	Core Skills Components Information and Communication Technology at SCQF level 5 and Critical Thinking at SCQF level 6 embedded.	30/09/2011

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