



Unit Title	On the Screen i (capture and workflow)
FHEQ Level	Four
Unit Code	DGP18105
Credit Value	15 credits
Unit Type	Subject

Learning Hours			
Staff – Student Contact Hours		Independent Study Hours	
Classes	30	Independent Study	45
Supervised access to resources	15	Preparation for Assessment	10
		Unsupervised Access to Resources	50
Total			150

Unit Description

This unit will help you develop a more in-depth approach to digital photographic practice and cameraship. The unit is based around a set of incremental practical tasks leading to a final outcome working with medium format digital capture, tethering to a computer and a more advanced workflow. You will need to pass all of these tests to pass the unit. The unit introduces the Phase One camera system and its accompanying software Capture One – this manufacturer is a key advocate of the course and its products are seen as the pinnacle of professional photographic practice.

This unit works in conjunction with the unit “On the Screen ii” in that it will allow you to generate high-end images that can be used for material to manipulate in that unit but also underpins the unit “On the Page” by offering you key skills that can be deployed in the final two terms of level four.

Directly influenced by the principles of Cultivate, Integrate and Originate this and the accompanying unit “On the Screen ii” will develop notions of employability and industry relevance to the level four curriculum – You can be reassured that you are being taught working practices that are relevant and recognised as industry standards.

The Five Principles underpin the Mindsets and Skillsets Manifesto and are the foundation upon which all course curriculum frameworks and unit specifications are based. The relevant Principles as stated below have been mapped against the Learning Outcomes relevant to each course unit and at each level (see Programme Specifications for full description of the Five Principles):

1. Cultivate / Where the individual thrives.
2. Collaborate / Where disciplines evolve.
3. Integrate / Where education engages industry.
4. Advocate / Where purpose meets practice.
5. Originate / creativity meets technology.

Unit Indicative Content

- The acquisition of intermediate camera skills and working practices using the Phase One Camera System based around a commercial brief.
- The development of a professional workflow relating to the tethering of medium format digital capture and asset management.
- The ability to creatively problem solve to a final, agreed outcome within a set time-frame.
- The need to develop a range of responses to a set brief that incorporates a range of resources such as props and locations.
- The need to be able to work within a set space in an accurate and safe manner based on thorough pre-production and sound working practices.
- The ability to work in small teams to complete formative tasks.
- The development of a more professional approach to a 'shooting-script' in terms of time, effort and expectation.

Unit Aims

- To generate a series of visually driven outcomes based on a more sophisticated platform of capture and dissemination directly in-line with industry practice.
- To gain a deeper understanding of a range of potential practices through knowledge of professional systems and workflow and the transferring of the industry into a classroom context.
- To help to articulate with clarity and precision, in both, practice and conversation, effective use of separate elements to create a response to a commercial brief.
- To further demonstrate an understanding of the need to organise resources, manage workloads and meet set deadlines through effective time management.

Unit Learning Outcomes

LO 1 Research/Inspiration

Demonstrate your capacity for information gathering techniques using a wide range of sources, providing visual, contextual and industry case-study research as appropriate.

Related Principle: ORIGINATE

LO 3 Development/Prototyping

Demonstrate a range of tests and solutions, informed by your knowledge of the principles of the creative process.

Related Principle: INTEGRATE

LO 6 Critical and creative mind-sets

Demonstrate enquiry into what makes good practice - both creatively and academically

Related Principle: ORIGINATE

Learning and Teaching Methods

Lecture

Seminar

Tutorial
Guest Lectures
Industry led workshops offsite
Practical Classes and Workshops on campus and offsite
On-line tutorials and webinars
Independent Study
Directed Study

Assessment methods and tasks

Portfolio
Digital Workbook
Classroom Test

- A series of formative tasks to develop key skills needed to complete the unit.
- Summative assessment is the completion of the main unit task – typically a finished outcome together with associated elements and the completion of a digital workbook and accompanying treatments or presentations.
- You will be notified of your grades promptly and feedback is usually via an audio file where at least two tutors contribute to feedback and feedforwards.

Assessment tasks	Weighting (%) (<i>one grade or multi-grade unit</i>)
A final outcome of high-resolution digital images based on a commercial advertising brief.	80%
A comprehensive digital workbook.	20%

Indicative Assessment Criteria

Assessment criteria are the basis on which the judgment of the adequacy of the work is made. A more detailed assessment criteria will be specified in the brief.

- Demonstrate the ability to develop a series of outcomes that offer creative and practical solutions within the remit of the unit (LO 1)
- Demonstrate an understanding of testing ideas and reflective working practices through the use of a workbook and incremental tasks with respect to the specific demands of the unit brief. (LO 3)
- Develop a working method as demonstrated in final outcomes and research that utilises current technology and a professional approach to digital image capture (LO 6),

Essential Reading list

1. Berger W, 2004, "Advertising Today", Phaidon, London
2. D&AD (ed), 2012, "D&AD 50", Taschen, Koln
3. Diprose G, Robbins J, 2012, "Photography: The New Basics: Principles, Techniques and Practice", Thames and Hudson, London
4. Griffin B, 1989, "Work", Central Books Ltd, Birmingham

5. Ingeldew J, 2016, "How to Have Great Ideas: A Guide to Creative Thinking", Lawrence King, London

Additionally, use will be made of online materials relating to studio-craft, location lighting, digital capture and software for screen and print from Lynda.com, Capture One/Phase One and tutor informed sources.