



Unit Title	Working with a Client
FHEQ Level	Six
Unit Code	DGP18304
Credit Value	15 credits
Unit Type	Subject

Learning Hours			
Staff – Student Contact Hours		Independent Study Hours	
Classes	20	Independent Study	40
Supervised access to resources	10	Preparation for Assessment	20
		Unsupervised Access to Resources	60
Total			150

Unit Description

This unit simulates an actual commission from a commercial client with a series of exacting deliverables and is underpinned by a series of formative tutorial sessions with an industry art director who typically commissions photographers within the music, lifestyle or youth sectors.

The unit draws upon skills learned throughout the first two years of the course – not only photographic but also moving image and the application of material into design templates. The unit itself also encourages a creative response to its demands mirroring industry practices where image generation is quicker and more experimental – typically working to a contingency of time and budget.

Again, the unit is influenced across all principles of the Mind-sets and Skill-sets Manifesto in that you will work in collaboration with an industry professional and to challenge your mind-set to create the best response to the brief.

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

- Developing a set response to a client brief using a direct and efficient visual strategy.

- Developing a treatment to pre-produce a series of outcomes relating to a commercial brief which includes a range of deliverables.
- The sourcing and managing of creative support such as models, styling, hair and make-up, design, moving image and other external inputs required to meet an exacting professional brief.
- The management of studio time and location access according to an interpretation of a client brief.
- Advanced use of camera capture and workflow with output to print as being the main focus.
- Distinctive and appropriate approaches to lighting, pose and context.
- An awareness of the specific elements of practice needed to authentically produce work within a chosen genre.
- The managing of resources, time and facilities to efficiently meet a defined deadline.

Unit Aims

- To prove the ability to generate series of appropriate visual responses to a set-brief within a compressed time-line.
- To support the fully controlled and assured use of technical and practical skills to realise outcomes with an awareness of industry expectations.
- To develop a sophisticated understanding of client and audience through a series of defined deliverables.
- To provide a well-informed understanding of industry relevant practice, particularly areas closely related to a target audience.
- To emphasise high levels of personal organisation, responsibility, punctuality and control of varied resources required to successfully bring photographic project to completion.

Unit Learning Outcomes

LO 2 Concept/Ideation

Critically appraise and evaluate appropriate research materials to generate workable concepts or strategic project themes that inform and underpin project development.

Related Principle: ORIGINATE

LO 3 Development/Prototyping

Investigate potential pathways that result in appropriate solutions, informed by a systematic understanding of the principles of the creative process.

Related Principle: INTEGRATE

LO 4 (Pre) Production

Demonstrate systematic working knowledge, production skills, selection, application and understanding of a selection of processes, materials and methods that inform creative and academic practice.

Related Principle: COLLABORATE

LO 5 Presentation /Storytelling For Influence

Communicate projects creatively and professionally, whether in visual, oral or written form. Methods of presentation are appropriate to the audience/client and the purpose of the work.

Related Principle: ADVOCATE

Learning and Teaching Methods

Lecture
Seminar
Tutorial
Guest Lecture
Independent study
Directed Study

Assessment methods and tasks

Brief description of assessment methods

Portfolio

Digital Workbook

- A series of formative idea review sessions with an industry professional to offer feedback and feedforwards to successfully meet unit expectations. These will be either in group format (to foster collaboration and collective problem solving) or individual (idea generation and presentation and some software challenges) and feedback and feedforwards is given as a response within a group tutorial setting.
- 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.
- Students are notified of their grades promptly and feedback is usually via an audio file where at least two tutors contribute to feedback and feedforwards

Assessment tasks	Weighting (%) (one grade or multi-grade unit)
A series of photographs and associated media that respond to a client set brief.	80%
A comprehensive digital workbook (as WordPress Blog).	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 engage with the process of developing a series of outcomes to a client-led brief utilising an appropriate visual strategy. (LO 2)
- Demonstrate an understanding of testing ideas and reflective working practices through the use of a workbook, treatment and the progression through stages of formative idea and practice review. (LO 3)
- Demonstrate an informed choice of technique and application of practice relative to a client's expectations. (LO 4)
- Demonstrate an ability to communicate a position of selling or promotion through photographs and related media to an intended audience. (LO 5)

Essential Reading list

1. DeBono E, 2016, "Six Thinking Hats", Penguin, London
2. Draper J, 2017, "A Brief History of Album Covers", Flame Tree Publishing, London
3. Jones E, 2000, "Social Work: Saatchi and Saatchi's Cause-related Ideas", S&S, London
4. Newton K (ed), Rolph C (ed), 2005, "Stilted: Contemporary Still-life photography by Women", Ffotogallery, Cardiff
5. Smith P, 2003, "You Can Find Inspiration in Anything (and if you can't then look again!)", Thames and Hudson, London