



Unit Title	Beginning of Craft
FHEQ Level	Four
Unit Code	DGP21103
Credit Value	30 Credits
Unit Type	Subject

Learning Hours			
Staff – Student Contact Hours		Independent Study Hours	
Classes	60	Independent Study	90
Supervised access to resources	30	Preparation for Assessment	20
		Unsupervised Access to Resources	100
Total			300

Unit Description

This unit is designed to introduce you to professional approaches within a studio environment using effective lighting and camera techniques as well as a similar approach in a location environment. You will also learn simple workflow and a methodical approach to the construction of a commercial image and this is developed through a series of incremental formative tasks leading up to a final submission that might introduce aspects of editorial design, layout and sequencing. To pass the unit you will need to pass all of the tasks. Great care is taken to teach you aspects of best practice in terms of time management, health and safety and risk assessment - you will be expected to engage in a professional manner with each formative task and this will build confidence in terms of developing ideas and outcomes.

This unit will act as a diagnostic exercise so that deficiencies in your skill-set can be identified and then acted upon to bring the cohort to a common level of proficiency. This identifies the fact that students from differing backgrounds and experiences will be drawn to the course so this is a place to begin to develop core competencies.

You will be expected to maintain a digital workbook – part reflective and part diagnostic, this workbook is a useful tool to underpin your ideas and directions taken throughout the unit. The idea of a ‘treatment’ – a comprehensive pitching and evaluation document that is common to commercial photography is also introduced at this point and you will become familiar with this process and terminology.

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 combine and evolve.
3. Integrate / Where education engages industry.
4. Advocate / Where purpose meets practice.
5. Originate / Where enquiry informs creativity.

Unit Indicative Content

- The development of appropriate studio skills in lighting and camerawork.
- The development of appropriate location skills in lighting and camerawork.
- The development of a suitable digital workflow from capture to output.
- The introduction of appropriate software and file formats.
- Essential risk assessment and health and safety.
- Working in small teams to complete formative tasks.
- Working to an industry inspired brief with corresponding deliverables and deadlines.
- A basic understanding of output utilising a graphic template.

Unit Aims

To apply practical, analytical and self-reflective skills in the development and delivery of a practical project particularly through the use of digital camera skills and lighting techniques.

To test, research and articulate ideas, applying an increased confidence in the understanding and control of emerging craft through a series of formative tasks.

To be able to place these new understandings within a contemporary commercial context through a screen-based outcome.

To generate ideas in response to a brief, and develop and refine them through a process of experimental practice, reflection and evaluation as demonstrated in a digital workbook and accompanying treatment.

To demonstrate an understanding of the need to organise resources, manage workloads and meet set deadlines through effective time management and to interact effectively with others through engagement, contribution and general studentship.

Unit Learning Outcomes

LO5 ORIGINATE

- **Research**
- **Experimentation**
- **Ideation**

Demonstrate capacity for emerging enquiry methods to support practical and theoretical development in physical, written and oral forms.

Demonstrate capacity to consider ideas, materials, tests and outcomes that may inform practical and theoretical development in physical, written and oral forms.

LO3 INTEGRATE

- **Communication & Presentation**
- **Networking**
- **Professional Practice**

Demonstrate emerging ability to develop communication and presentation strategies (including narrative & storytelling) in physical, written and oral forms.

Demonstrate emerging capacity to engage with industry interactions, and professional working practices to support practical and theoretical development.

LO2 COLLABORATE

- **Inter-disciplinary Working**
- **Coproduction**

Demonstrate capacity for developing engagement with interdisciplinary and transdisciplinary practices.

Demonstrate capacity to engage with cooperative interactions and partnerships/teamwork.

Learning and Teaching Methods

Lecture

Seminar

Tutorial

Guest Lectures

Studio Based Workshops and Formative Practical Tasks – individual and group

Industry led Workshops and Demonstrations

Independent Study

Directed Study

Hybrid approaches to study that might include online and pre-recorded materials as well as in-class sessions that concentrate on acquiring practical skills.

Assessment methods and tasks

Brief description of assessment methods

- **Formative Assessment:** You will be given the opportunity for formative feedback/feedforward. This will be given midway through the unit or at an appropriate time.
- **Summative assessment:** Is the completion of the main unit tasks – typically a finished outcome together with associated research and reflective elements and the completion of a digital workbook and accompanying treatments or presentations.
- **Presentations to tutors and/or peers** are usually within a small group environment where at least two tutors are present. This is an oral examination that would look at the content and the delivery of your presentation.
- **Online tests** where competencies in technical aspects of studio and location work, health and safety and software workflows can be assessed and measured.
- **In some cases, digital files** will be required to assess technical skill.
- **You will be notified of your grades** within 3 weeks of the hand in date and feedback is usually via an audio file in which at least two tutors contribute to feedback and feedforward.

Assessment tasks	Weighting (%) (one grade or multi-grade unit)
A series of photographs relating to a series of set briefs. A comprehensive digital workbook .	100%

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 utilise visual references and engage with a process of applying these into a practice-based outcome (LO5)

Demonstrate a growing understanding of testing ideas and reflective working practices through the use of a workbook, treatment and incremental tasks (LO3)

Demonstrate an understanding of the principles of commercial photography utilising an informed concept and individual and collaborative working to a defined outcome (LO2)

Essential Reading list

1. Erni, S. (2017) *Capture One Pro 10: Mastering Raw Development, Image Processing, and Asset Management*. Zurich: Rocky Nook.
2. Gorman, P. (2017) *The Story of the Face – The Magazine that Changed Culture*. London :Thames and Hudson,
3. Hayward Booth, M. (2004) *Things – A Spectrum of Photography 1850-2001*. London: Jonathan Cape,
4. Ingledew, J. (2011) *The A to Z of Visual Ideas*. London: Lawrence King.
5. Langford, M., Fox, A. (ed)., Sawden-Smith, R (ed). (2015) *Basic Photography (10th ed)*, London: Focal Press.

Additionally, use will be made of online materials relating to studio-craft, basic digital capture and software from Linked-in Learning, Capture One and tutor informed sources.