



Unit Title	Specialist Workflows i
FHEQ Level	Four
Unit Code	DGP21104
Credit Value	15
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 camera work. It is designed to develop a knowledge of digital workflows that relate to the study options of the course – many of these are common but some are related to sport photography, fashion photography and working on location as opposed to being in the studio.

The unit is based around a set of incremental practical tasks leading to a final outcome working with both medium format digital capture, tethering to a computer and a more advanced workflow in the studio and a location-based solution more appropriate to sport and action photography.

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 being a key advocate of the course and its products are seen as the pinnacle of professional photographic practice. For location work you will be introduced to similar systems and its relevance to location, action and editorial practice.

This unit works in conjunction with the unit “Specialist Workflows ii” in that it will allow you to generate high-end images that can be used for material to manipulate but also underpins the unit “Study Option Mini-briefs” 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 “Specialist Workflows 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 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 acquisition of camera skills and working practices using both the Phase One Camera System and Sony imaging based around a commercial brief.
- The development of a series of practical workflows relating to the tethering of medium format digital capture and asset management for location and studio photography.
- 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 practices.

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

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.

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

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

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 final outcome of high-resolution digital images based on a commercial brief that incorporates studio and location shooting.	100%
A comprehensive digital workbook.	

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 (LO5)

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 (LO5)

Develop a working method as demonstrated in final outcomes and research that utilises current technology and a professional approach to digital image capture (LO3)

Essential Reading list

1. Berger, W. (2004) *Advertising Today*. London: Phaidon
2. D&AD (ed) (2012) *D&AD 50*. Koln: Taschen
3. Diprose, G., Robbins, J. (2012) *Photography: The New Basics: Principles, Techniques and Practice*. London: Thames and Hudson.
4. Lux, L, (2005), *Imaginary Portraits*, Aperture: New York
5. Ingeldew, J. (2016) *How to Have Great Ideas: A Guide to Creative Thinking*. London: Lawrence King.

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