Unit Title	Specialist Workflows ii
FHEQ Level	Four
Unit Code	DGP21105
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

Designed to complement the previous unit 'Specialist Workflows I' this unit will develop industry relevant skills in post-production and output. The unit will emphasise asset management, post-production and the compositing of images towards a final outcome through a series of formative and incremental tasks. You will need to pass each task to pass the unit.

As in the previous unit specific references will be made to the stated study options within the curriculum in terms of the techniques and approaches available to you; this again will complement your acquisition of relevant skills and experiences as you move to making a decision regarding your choices of study at level five and six.

You will further develop your skills within the Capture One software system as well as a more advanced approach to working with Adobe Photoshop. The unit leader and accompanying unit staff will all have attained a high level of competence within the Capture One Software System and will also have direct industry experience of software-led image briefs.

You will be encouraged at the end of level four to apply for Adobe Software accreditation through Ravensbourne as an additional element of employability and you can use this unit as preparation for this. Directly influenced by the principles of Cultivate, Integrate and Originate this unit will further deepen employability and industry relevance to your study.

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 intermediate to advanced post-production skills using Capture One Software and Adobe Photoshop in response to a series of set briefs.
- The development of a professional workflow relating to post-production, retouching and the composite of images.
- The ability to creatively problem-solve an outcome from a range of digital assets to a final agreed interpretation of a commercial brief.
- The need to develop a range of responses to a series of set briefs that incorporates potential outcomes drawing on two separate software systems harmonised to a final output.
- The ability to demonstrate a realistic expectation of time and effort relating to complex and sophisticated editing techniques.
- The ability to work in small teams to complete formative tasks.
- The knowledge of intellectual property, licensing and the use of a variety of assets from third-parties as part of a final outcome.

Unit Aims

To generate a response to a set of briefs using a more sophisticated software platform 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 visual assets 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 – this especially relating to the use of software and output.

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 negotiated outcome that develops ideas around composite imagery within various formats and genres. A comprehensive digital workbook.	100%

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 and state an understanding of current professional post-production standards. (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)**

- **Highlight a working method that is innovative in its interpretation of the unit brief and contains a personal approach and signature to aspects of post-production. (LO3)**

Essential Reading list

1. Arden, P. (2006) Whatever you think, think the opposite. London: Penguin.
2. Chaponot, D.G., (2013) *The New World of Photography: The Digital Composite Image.* e-book
3. Gradias, M. (2018) *Capture One Pro 10/11.* Munich: Franzis Verlag Gmbh.
4. Pricken, M. (2008) Creative Advertising: Ideas and Techniques from the World's Best Campaigns. London: Thames and Hudson.
5. MIddel de, C (2016) *Afronauts,* Self-Published Edition
6. Reed C, 2014, "Copyright Workflow for Photographers: Protecting, Managing, and Sharing Digital Images", Peachpit Press, NJ

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