



Unit Title	Study Option Mini Briefs
FHEQ Level	Four
Unit Code	DGP21106
Credit Value	30
Unit Type	Subject

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

Unit Description

This unit acts as a ‘taster’ of the three study options offered within the course at level five and six in that you are asked to complete distinct briefs in three approaches so that your choice of study later in the course is better informed. This unit also acts as a bridge between the common level four units and the more distinct level five and six experience - key skills for each study option will be developed as well as continuing the diagnostic approach started in earlier level four units. The challenge of the unit in terms of its length, ambition and outcomes also prepares you for level five study.

You will be expected to produce outcomes relating to Sport, Advertising and Fashion photography. Each mini project will contain a ‘flavour’ of these distinct genres and will allow you to gain some experience of each. You will have access to the full range of course staff and their related specialisms as well as pastoral advice at the end of this unit that will help you make a confident choice as to what study option would suit you best at levels five and six.

The Sport mini-brief will introduce you to aspects of capturing movement and heightened performance, the Fashion mini-brief will allow you to work within an editorial narrative and the Advertising mini-brief will ask you to make images and supporting materials based on a branding concept.

You will refine your abilities within the studio as well as transposing some of these lighting techniques to a location to learn flexibility in approaches to shooting work. The unit outcome is a printed publication based on a given set of templates inspired by a current publication that crosses genres so confidence in technique and software is developed through a series of formative and incremental tasks. To pass the unit you will need to pass all of the tasks.

You will also be expected to develop your abilities within research and reflection through a digital workbook and treatment approach so you become more confident and knowledgeable within these key areas of commercial practice.

This unit references the five principles of the Skillset and Mind-set Manifesto in that it is intended to offer a longer period of study with a more involved final outcome so testing four principles at level four. In addition, the units “Specialist Workflows I & II” which run concurrently to this unit will help you underpin key skills in software, digital capture and workflow.

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

- A further refinement in key skills for the three stated study options.
- The development of location lighting skills and working in ‘non-traditional’ spaces.
- The introduction of best practices and direction when working with models and props in the studio.
- Working to a print output utilising the appropriate software and workflow.
- Relevant risk assessment and health and safety procedures for location and studio working.
- The appropriate business literature including model release forms, insurances and negotiating access and permissions.
- Working to a set of industry inspired mini- briefs with deliverables and deadlines as well as utilising institutional resources such as the materials library, kit store and the print-shop.

Unit Aims

To apply practical and self-reflective skills to the development and delivery of a project that relies on both studio and location outcomes based on distinct approaches.

Enable the acquisition of technical and practical expertise in aspects of location and studio photography relevant to a set photographic genre.

To promote critical understanding and creative experimentation around notions of narrative leading to a print-based publication.

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

Demonstrate research, analytical and self-reflective skills in the delivery of practical project work. Expand on the ability to organise, plan and control varied resources that are involved in the successful completion of a series of photographic outcomes.

Unit Learning Outcomes

LO1 CULTIVATE

- Technical Competence
- Subject Knowledge
- Resilience

Demonstrate capacity for developing discipline specific knowledge and technical competencies, supporting academic & practical self-efficacy and emerging employability abilities.

LO2 COLLABORATE

- Inter-disciplinary Working
- Coproduction

Demonstrate capacity for developing engagement with interdisciplinary and trans-disciplinary practices. Demonstrate capacity to engage with cooperative interactions and partnerships/teamwork.

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.

LO4 ADVOCATE

- Critical Reflection
- Professional Identity

Demonstrate capacity for Critical Reflection, to consider and support personal and professional development.

Demonstrate emerging working approach/attitude that identifies consideration of social and ethically responsible working methods and how this informs personal practice.

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.

Learning and Teaching Methods

Lecture

Seminar

Tutorial

Guest Lectures

Studio Based Workshops and Formative Practical Tasks – individual and group

Location Based Workshops and Formative Practice Tasks – individual and group

Practical Printing Tasks – relating to design, layout and output

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.
- 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 (%) (<i>one grade or multi-grade unit</i>)
A physical publication made directly in response to three mini-briefs corresponding to the study options at level five and six.	100%
A comprehensive digital workbook that is reflective in nature.	

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 further utilise visual references and engage with a process of applying these to a final outcome which is a mixture of styles and approaches relevant to distinct practices. (LO1)

Demonstrate an understanding of testing ideas and reflective working practices through the use of a workbook, treatment and incremental tasks with respect to the specific context of editorial photography. (LO5)

Demonstrate an understanding of the mix of studio and location photographic practices with reference to a set publication's intended outcomes. (LO4)

Demonstrate an ability to communicate a message through photographs to an intended audience with respect to the stated aims of the final publication outcome. (LO3)

Essential Reading list

1. Andersson, P. (2002) *Inside Magazines: Independent Pop Culture Magazines*. London: Thames and Hudson, London
2. Aoki S. (2005) *Fresh Fruits (Mode)*, Phaidon, London (also *Fruits editions online and print 2000 to 2018*)
3. Leibovitz, A. (2008) *Annie Leibovitz at Work*. New York: Jonathan Cape.
4. Purcell, K.W. (2011) *Alexey Brodovitch*. London: Phaidon
5. Barnes, S. (2007) *The Meaning of Sport*. London: Short Books.

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

Examples from independent and commercial magazines will also be suggested as research materials.

There is now a large library of e-books available to Ravensbourne students that offers titles within this unit's remit that are self-published or more specific in terms of technique or contextual analysis and students will be encouraged to review these titles in addition to what is recommended above.