



Unit Title	Sport and the Client
FHEQ Level	Five
Unit Code	SDGP21204
Credit Value	30
Unit Type	Subject

Learning Hours

Staff – Student Contact Hours		Independent Study Hours	
Classes	40	Independent Study	95
Supervised access to resources	35	Preparation for Assessment	60
		Unsupervised Access to Resources	70
Total			300

Unit Description

This unit will develop the notion of the relationship between a client and a sport photographer – this might be a team or a venue or a commissioner but what is explored is the need to work across various disciplines to produce a negotiated outcome. This outcome might be to promote a brand or team endeavour or related to a specific event or outcome and this will be in a negotiated format which might draw upon skills within touchline or editorial sport photography.

The unit will require you to work directly with a set of deliverables based on the approach chosen and this will also help you develop a further understanding of sequencing, editing and narrative as a result.

You will be able to consolidate skills acquired at level four in terms of lighting, capture and output as well as fully exploring how aspects of branding and story-telling can be developed through photographs and this might extend into how design and layout also supports a message or position.

This unit draws heavily on the principles of Collaborate and Integrate in that the collective endeavour of the editorial process is applied throughout the unit. You can be assured that given the experience of publishing within the course team that expectations of an industry relevant education are being met.

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

- Developing a concept that becomes a strategy and approach to a series of photographic shoots based on a set of negotiated outcomes.
- Working with a treatment to plan and develop ideas into practicalities that would include contingencies and several approaches to a final outcome.
- The management of time, travel and contacts that might also include a team or set of performers as well as creative support in collaboration with the photographer.
- Intermediate to advanced digital capture and workflow.
- Lighting on location and studio as well as sophisticated approaches to picture making generally.
- The development of images into final print-ready artwork through a process of editing and narrative construction.
- An awareness of the creative role of the photographer within the context of working with a set client or objective.

Unit Aims

To apply practical and self-reflective skills to the creation of ideas and concepts influenced by contemporary sport photographic approaches.

Demonstrate the application of technical and practical expertise on location and in the studio in relation to a client-led creative brief.

To promote critical understanding and creative experimentation within the development of negotiated ideas into completed, final artworks within the context of sport photography.

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.

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 photographic project.

Unit Learning Outcomes

LO1 CULTIVATE

- Technical Competence
- Subject Knowledge
- Resilience

Evidence capacity for evolving discipline specific knowledge and technical competencies, supporting academic & practical self-efficacy and evolving employability skills.

LO2 COLLABORATE

- Inter-disciplinary Working
- Coproduction

Demonstrate capacity for employing approaches that utilise inter-disciplinary and trans-disciplinary working methods.

Demonstrate capacity to employ cooperative interactions and partnerships/teamwork to support professional development.

LO3 INTEGRATE

- Communication & Presentation
- Networking
- Professional Practice

Demonstrate capacity for developing coherent and aligned communication and presentation approaches (including narrative & storytelling) in physical, written and oral forms.

Evidence evolving ability to combine academic development with industry interactions, practices and professional working models in order to develop disciplinary discovery and personal practice.

LO4 ADVOCATE

- Critical Reflection
- Professional Identity

Evidence ability to engage with Critical Reflection, to review, analyse and interpret personal and professional development.

Evidence developing working process that identifies consideration and interpretation of social and ethically responsible working methods and how this guides personal professional practice.

LO5 ORIGINATE

- Research
- Experimentation
- Ideation

Evidence capacity for considered and aligned enquiry processes to inform practical and theoretical development in physical, written and oral forms.

Evidence capacity to combine ideas, materials, tests and outcomes into solutions that inform and guide practical and theoretical development in physical, written and oral forms.

Learning and Teaching Methods

Lecture

Seminar

Tutorial

Guest Lectures

Practical Classes and Workshops

Supervised Time in Studio

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 as well as industry contact.

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 series of images relating to a defined Client Brief.	100%
A comprehensive digital workbook that evidences the development of this work in both a chronological and reflective manner.	

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 a process of applying initial concepts through creative thinking into a series of final outcomes that are relevant to a negotiated client-led outcome. (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 sport and wellness photography. (LO5)**
- **Demonstrate an understanding of appropriate photographic practices with reference to an agreed outcome including refinement and the gathering of new skills and approaches. (LO4)**
- **Demonstrate an ability to communicate a message through photographs to an intended audience with respect to the stated aims of a client led brief. (LO3)**
- **Demonstrate an ability to work with a range of subjects, stakeholders and collaborators in developing an in-depth response to a negotiated outcome. (LO2)**

Essential Reading list

- 1 Hudson M, (2019) *The Rough-Stuff Fellowship Archive*...UK: Isola Press
- 2 Askwith R (2013) *Feet in the Clouds*...UK: Aurum Press
- 3 Shapton L (2012) *Swimming Studies*, London: Penguin
- 4 Thompson P (2020) *'93 Til: A photographic journey through skateboarding in the 1990s*, London: Goff Books
- 5 New York Daily News (2020), *The New York Yankees in Photographs*, New York: Triumph Books