Unit 8: Exploring Digital Photography

Unit code: D/601/2170
QCF Level: BTEC Level 1
Credit value: 4

Unit aim

This unit is an introduction to digital photography and is intended to enable learners to explore basic techniques, equipment and materials in order to produce digital photographs.

Unit introduction

Photography has a wide range of applications within the media sector including photo-journalism, advertising and fashion photography, as well as applications such as wedding and portrait photography.

Learners will explore the processes involved in digital photography and will develop ideas for their own photographic work inspired by an agreed theme. This will encourage them to create a range of photographic images. They will then review their work.

This unit can be coupled with another optional unit such as Unit 5: Introduction to Multimedia Production to develop a vocational context. For example, if the learner is working with multimedia and photography, they might produce project work that embraces the specialist requirements for both units.
Learning outcomes and assessment criteria

In order to pass this unit, the evidence that the learner presents for assessment needs to demonstrate that they can meet all the learning outcomes for the unit. The assessment criteria determine the standard required to achieve the unit.

On completion of this unit a learner should:

<table>
<thead>
<tr>
<th>Learning outcomes</th>
<th>Assessment criteria</th>
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<tbody>
<tr>
<td>1 Know photography technology and materials</td>
<td>1.1 identify uses of photography equipment</td>
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<td>1.2 identify uses of digital materials and software</td>
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<td>2 Be able to generate ideas for photographic images</td>
<td>2.1 collect information from different sources to generate ideas for digital photography</td>
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<td>3 Be able to produce photographic images</td>
<td>3.1 produce a plan for producing photographic images</td>
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<td>3.2 capture images according to agreed plan</td>
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<td>3.3 select and print final images</td>
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<td>4 Be able to review own work</td>
<td>4.1 collect feedback on work from different sources</td>
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<td></td>
<td>4.2 review aspects that went well</td>
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<td></td>
<td>4.3 review aspects that could be improved</td>
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Unit content

1 Know photography technology and materials

Digital equipment: types eg suitable computer, digital camera, scanner, ink jet printer

Digital materials and software: types eg memory cards, image manipulation software, types of printing methods and paper

Other equipment and facilities: tripod, artificial light

Techniques: eg framing, lighting, focus; editing techniques using software eg changing colours, removing objects

2 Be able to generate ideas for photographic images

Sources: subject eg landscape, portrait; use eg decorative, illustrative, documentary advertising

Methods: eg individual notes and group discussion, brainstorming, development exercises; professional practice in different mediums eg press, advertising, fashion, reportage, documentary, exhibition

Resources: types eg selecting appropriate photographic and digital equipment, availability, available budget

Limitations: types eg availability of resources, timescales, cost

3 Be able to produce photographic images

Planning: methods eg shooting schedule, studio booking, choice of location

Image capture and printing: image selection and framing; digital technology eg use of available memory, image control using camera settings, downloading images to a computer, image manipulation to improve quality; selecting images for printing; printing of final images

4 Be able to review own work

Collecting feedback: asking questions; listening to others; feedback from peers, from tutor

Format of review: eg verbal, presentation, discussion, audio, audio-visual, written annotations

Performance: aspects eg own work, time management, fitness for purpose of process and product; what was achieved; how it was achieved; how it could be improved