

<b>Unit Title</b>	In the Studio
<b>FHEQ Level</b>	Four
<b>Unit Code</b>	DGP18103
<b>Credit Value</b>	30 credits
<b>Unit Type</b>	Subject

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

### Unit Description

This unit is designed to introduce you to professional approaches to working within a studio environment using effective lighting and camera techniques. Additionally, you will learn simple workflow and a methodical approach to the construction of a commercial image and this is developed through a series of incremental formative tasks leading up to a final submission that also introduces aspects of editorial design, layout and sequencing. To pass the unit you will need to pass all of the tasks.

As studio craft is one of the mainstays of commercial photography great care is taken to teach you aspects of best practice in terms of time management, health and safety and risk assessment- you will be expected to engage in a professional manner with each formative task and this will build confidence in terms of developing ideas and outcomes.

You will be expected to maintain a digital workbook – part reflective and part diagnostic this workbook is a useful tool to underpin your ideas and directions taken throughout the unit. The idea of a ‘treatment’ – a comprehensive pitching and evaluation document that is common to commercial photography is also introduced at this point and you will become familiar with this process and terminology.

This unit draws on all five principles of the Skillset and Mind-set Manifesto in that you will be asked to develop individual ideas, work in small collaborative teams to complete formative tasks and that new forms of thinking and problem solving are discussed and developed.

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 evolve.
3. Integrate / Where education engages industry.
4. Advocate / Where purpose meets practice.
5. Originate / creativity meets technology.

### Unit Indicative Content

- The development of appropriate studio skills in lighting and cameraship
- The development of a suitable digital workflow from capture to output
- The introduction of appropriate software and file formats
- Essential risk assessment and health and safety
- Working in small teams to complete formative tasks
- Working to an industry inspired brief with deliverables and deadlines
- A basic understanding of output utilising a graphic template

### Unit Aims

to apply practical, analytical and self-reflective skills in the development and delivery of a practical project particularly through the use of digital camera skills and studio lighting techniques.

to test, research and articulate ideas, applying an increased confidence in the understanding and control of an emerging studio craft through a series of formative tasks.

to be able to place these new understandings within a contemporary commercial context through a screen based outcome.

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.

to demonstrate an understanding of the need to organise resources, manage workloads and meet set deadlines through effective time management and to interact effectively with others through engagement, contribution and general studentship.

### Unit Learning Outcomes

#### **LO 2 Concept/Ideation**

Generate first concept ideas or strategic project themes drawing upon reference to acquired research materials

Related Principle: ORIGINATE

#### **LO 3 Development/Prototyping**

Demonstrate a range of tests and solutions, informed by your knowledge of the principles of the creative process.

Related Principle: INTEGRATE

#### **LO 4 (Pre) Production**

Identify, select and apply an appropriate selection of processes, materials and methods

that inform creative and academic practice.  
Related Principle: COLLABORATE

### Learning and Teaching Methods

*Lecture*  
*Seminar*  
*Tutorial*  
*Guest Lectures*  
*Studio Based Workshops and Formative Practical Tasks – individual and group*  
*Industry led Workshops and Demonstrations*  
*Independent Study*  
*Directed Study*

### Assessment methods and tasks

*Brief description of assessment methods*

*Portfolio*

*Digital Workbook*

*Classroom Test*

*Project Pre-Production Treatment*

- A series of formative tasks to develop key skills needed to complete the unit.
- Summative assessment is the completion of the main unit task – typically a finished outcome together with associated elements and the completion of a digital workbook and accompanying treatments or presentations.
- You will be notified of your grades promptly and feedback is usually via an audio file where at least two tutors contribute to feedback and feedforwards.

<b>Assessment tasks</b>	<b>Weighting (%) (one grade or multi-grade unit)</b>
A series of photographs relating to a brief.	80%
A comprehensive digital workbook	20%

### 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 utilise visual references and engage with a process of applying these into a practice based outcome (LO 2)
- Demonstrate a growing understanding of testing ideas and reflective working practices through the use of a workbook, treatment and incremental tasks (LO 3)
- Demonstrate an understanding of the principles of studio photography utilising an informed concept and related outputs working to a set brief (LO 4)

## Essential Reading list

1. Erni S, 2017 "Capture One Pro 10: Mastering Raw Development, Image Processing, and Asset Management", Rocky Nook, Zurich
2. Gorman P, 2017, "The Story of the Face – The Magazine that Changed Culture", Thames and Hudson, London
3. Hayward – Booth, M, 2004, 'Things – A Spectrum of Photography 1850-2001', Jonathan Cape, London
4. Ingledew J, 2011, The A to Z of Visual Ideas.', Lawrence King, London
5. Langford M, Fox A (ed), Sawden-Smith R (ed), 2015, "Basic Photography (10<sup>th</sup> ed), Focal Press, London

Additionally, use will be made of online materials relating to studio-craft, basic digital capture and software from Lynda.com, Capture One and tutor informed sources.