



Unit Title	On the Page
FHEQ Level	Four
Unit Code	DGP18104
Credit Value	30 credits
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

The unit will introduce you to the practice of output for print – asking you to complete an outcome that is a photographic narrative based on editorial practice as well as more complex relationships between single images, design, layout and workflow.

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 – confidence in technique and software being 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 this key area of commercial practice.

This unit referenced 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 all five principles at level four. In addition, the units “On the Screen i” and “On the Screen 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 evolve.
3. Integrate / Where education engages industry.
4. Advocate / Where purpose meets practice.
5. Originate / creativity meets technology.

Unit Indicative Content

- A further refinement in key skills for studio practice and digital capture.
- 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.
- 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 an industry inspired brief with deliverables and deadlines as well as utilizing institutional resources such as the materials library 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.

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

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

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

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

LO 5 Presentation /Storytelling For Influence

Evidence effective communication of projects, whether in visual, oral or written form.

Related Principle: ADVOCATE

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

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.

Assessment tasks	Weighting (%) (one grade or multi-grade unit)
A physical publication made directly in response to a brief relating to an independent magazine.	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 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 editorial practice. (LO 2)
- 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. (LO 3)

- Demonstrate an understanding of the mix of studio and location photographic practices with reference to a set publication's intended outcomes. (LO 4)
- Demonstrate an ability to communicate a message through photographs to an intended audience with respect to the stated aims of the final publication outcome. (LO 5)

Essential Reading list

1. Andersson P, 2002, "Inside Magazines: Independent Pop Culture Magazines", Thames and Hudson, London
2. Birch I, 2018, "Uncovered: Revolutionary Magazine Covers by the Mavericks Who Made Them", Cassell, London
3. Carter G, 2013, "Vanity Fair: 100 Years – from the jazz age to our age", Abrams, New York
4. Leibovitz A, 2008, "Annie Leibovitz at Work", Jonathan Cape, New York
5. Purcell KW, 2011, "Alexey Brodovitch", Phaidon, London

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

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