

<b>Unit Title</b>	On the Screen ii (digital darkroom)
<b>FHEQ Level</b>	Four
<b>Unit Code</b>	DGP18106
<b>Credit Value</b>	15 credits
<b>Unit Type</b>	Subject

Learning Hours			
Staff – Student Contact Hours		Independent Study Hours	
Classes	30	Independent Study	45
Supervised access to resources	15	Preparation for Assessment	10
		Unsupervised Access to Resources	50
<b>Total</b>			<b>150</b>

### Unit Description

Designed to follow the previous unit “On the Screen ii” will develop industry relevant skills in post-production and output. The unit will emphasis asset management, post-production and the compositing of images towards a final brief-led outcome through a series of formative incremental tasks. You will need to pass each task to pass the unit.

You will further develop your skills within the Capture One software system as well as a more advanced approach to working with Adobe Photoshop. The unit leader and accompanying unit staff will all have attained a high level of competence within the Capture One Software System and will also have direct industry experience of software-led image briefs. You will be encouraged at the end of level four to apply for Adobe Software accreditation through Ravensbourne as an additional element of employability and you can use this unit as preparation for this.

Directly influenced by the principles of Cultivate, Integrate and Originate this unit will further deepen employability and industry relevance to your study.

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 acquisition of intermediate to advanced post-production skills using Capture One Software and Adobe Photoshop in response to an advertising brief.

- The development of a professional workflow relating to post-production, retouching and the composite of images.
- The ability to creatively problem solve an outcome from a range of digital assets to a final agreed interpretation of a commercial brief.
- The need to develop a range of responses to a set brief that incorporates potential outcomes drawing on two separate software systems harmonised to a final output.
- The ability to demonstrate a realistic expectation of time and effort relating to complex and sophisticated editing techniques.
- The ability to work in small teams to complete formative tasks.
- The knowledge of intellectual property, licensing and the use of a variety of assets from third-parties as part of a final outcome.

### Unit Aims

- To generate a response to a commercial brief using a more sophisticated software platform directly in-line with industry practice.
- To gain a deeper understanding of a range of potential practices through knowledge of professional systems and workflow and the transferring of the industry into a classroom context.
- To help to articulate with clarity and precision, in both, practice and conversation, effective use of separate visual assets to create a response to a commercial brief.
- To further demonstrate an understanding of the need to organise resources, manage workloads and meet set deadlines through effective time management – this especially relating to the use of software and output.

### Unit Learning Outcomes

#### **LO 1 Research/Inspiration**

Demonstrate your capacity for information gathering techniques using a wide range of sources, providing visual, contextual and industry case-study research as appropriate.

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 6 Critical and creative mind-sets**

Demonstrate enquiry into what makes good practice - both creatively and academically

Related Principle: ORIGINATE

### Learning and Teaching Methods

*Lecture*

*Seminar*

*Tutorial*

*Guest Lectures*

Industry led workshops offsite  
 Practical Classes and Workshops on campus and offsite  
 On-line tutorials and webinars  
 Independent Study  
 Directed Study

### Assessment methods and tasks

Brief description of assessment methods

Portfolio

Digital Workbook

Classroom Test

- 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 final outcome for screen and print.	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 develop a series of outcomes that offer creative and practical solutions within the remit of the unit and state an understanding of current professional post-production standards. (LO1)
- Demonstrate an understanding of testing ideas and reflective working practices through the use of a workbook and incremental tasks with respect to the specific demands of the unit brief. (LO3)
- Highlight a working method that is innovative in its interpretation of the unit brief and contains a personal approach and signature to aspects of post-production. (LO6)

### Essential Reading list

1. Arden P, 2006, "Whatever you think, think the opposite", Penguin, London
2. Chaponot D,G, 2013 "The New World of Photography: The Digital Composite Image", e-book
3. Gradias M, 2018, "Capture One Pro 10/11", Franzis Verlag GmbH, Munich
4. Pricken M, 2008, "Creative Advertising: Ideas and Techniques from the World's Best Campaigns", Thames and Hudson, London

5. Reed C, 2014, "Copyright Workflow for Photographers: Protecting, Managing, and Sharing Digital Images", Peachpit Press, NJ

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.