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| Unit Title | Images that Persuade (Advertising) |
| FHEQ Level | Five |
| Unit Code | DGP18203 |
| Credit Value | 30 credits |
| 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 is designed to develop an understanding of the language of advertising and persuasion through a series of tasks that lead up to the shooting and production of a billboard campaign.

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 persuasion can be developed through photographs.

This unit draws heavily on the principles of Collaborate and Integrate in that the collective endeavour of the advertising process is applied throughout the unit. You can be assured that given the experience of advertising photography within the course team that expectations of an industry relevant education is 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 evolve.
3. Integrate / Where education engages industry.
4. Advocate / Where purpose meets practice.
5. Originate / creativity meets technology.

Unit Indicative Content

- Developing a concept and shooting script through creative problem solving
- Working with a treatment to plan and develop ideas into practicalities

- The management of a creative team including models, hair and make-up, styling etc.
- The management of assets such as props, locations and studio time
- Intermediate to advanced digital capture and workflow
- Lighting on location and in the studio
- The development of images into final print-ready artwork.
- An awareness of the creative role of the photographer within the advertising industry

Unit Aims

To apply practical and self-reflective skills to the creation of ideas and concepts influenced by contemporary advertising practices.

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

To promote critical understanding and creative experimentation within the development of self-initiated ideas to completed, final artworks.

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

Analyse research materials leading to the generation of the ideation and concepts that inform and lead to project development.

Related Principle: ORIGINATE

LO 3 Development/Prototyping

Analyse a range of potential pathways that result in appropriate solutions, informed by an understanding of the principles of the creative process.

Related Principle: INTEGRATE

LO 4 (Pre) Production

Employ relevant knowledge of production skills alongside a grasp of the creative potential of a selection of processes, materials and methods that inform creative and academic practice.

Related Principle: COLLABORATE

LO 5 Presentation /Storytelling For Influence

Select and employ effective methods of presentation and communication of projects in considering the audience/client and the purpose of the work, whether in visual, oral or written form.

Related Principle: ADVOCATE

Learning and Teaching Methods

Lecture

Seminar

Tutorial

Guest Lectures

Practical Classes and Workshops

Supervised Time in Studio

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. These will be either in group format (to foster collaboration and collective problem solving) or individual (idea generation and presentation and some software challenges).
- 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.
- Students are notified of their 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 series of images relating to a self-defined advertising campaign.

80%

A comprehensive digital workbook (as WordPress Blog) that evidences the completion of formative tasks in the studio.

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 engage with a process of applying initial concepts through creative thinking into a series of final outcomes that are relevant to a contemporary advertising campaign. (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 advertising photography. (LO 3)
- Demonstrate an understanding of the mix of studio and location photographic practices with reference to an agreed outcome. (LO 4)

- Demonstrate an ability to communicate a message through photographs to an intended audience with respect to the stated aims of a self-initiated advertising campaign. (LO 5)

Essential Reading list

1. Freeman M, 2017, "The Photographer's Eye (10th ed), Ilex Press, London
2. Hegarty J, 2014, "Hegarty on Creativity: There are No Rules", Thames and Hudson, London
3. Poynton M, 2013, "Do/Improvise", The Do Book Co, London
4. Thomson R, 2017, "The Power of Advertising: How adverts have you hooked", Franklin Watts, New York
5. Trott D, 2014, "Predatory Thinking", Pan/McMillan, London