

ASSIGNMENTS AND MARK SCHEMES

PHOTOGRAPHY

Understanding Photography is a unit all about learning the basics with understanding about photographic skills to use in Graphic Design projects.

ASSIGNMENTS

WEEK 1

INTRODUCTION TO PHOTOGRAPHY

An introduction to the basics including how to use the camera settings on a mobile device and general FAQs for first time photographers.

NO SUBMISSION

WEEK 2

TECHNICAL TERMS

Looking at key technical terms which are commonly used within the photography industry.

NO SUBMISSION

WEEK 3

CONSIDERING COMPOSITION

Exploration of key techniques used in the photography profession in order to get good shots.

NO SUBMISSION

WEEK 4

PHOTOGRAPHING PLACES, PEOPLE AND PRODUCTS

A brief re-cap of what has been taught so far in the module and key points.

Select between places, people or products. **Please submit at least 5 photographs** of the topic you have chosen – **including a short description** of what skills/knowledge you used and decisions you made.

WEEK 5

POST-PRODUCTION: ADOBE LIGHTROOM

Lesson in how to use Adobe Lightroom on photographs, including simple edits and creating more professional looking pieces.

NO SUBMISSION

WEEK 6

EXPERIMENTAL PHOTOGRAPHY

Examples of different experimental techniques to use to create unique photographs, including splash photography, light trails, double exposure, motion blur, shadows and refraction.

Carry out your own experimental photography photoshoot trying three different techniques. **Please submit a contact sheet of all your photographs – including a showcase of your best photos.**

WEEK 7

WORKING WITH STOCK PHOTOGRAPHY

This lesson looks at working with stock photography, which is important for circumstances where time and budget are an issue.

NO SUBMISSION

WEEK 8

BUILDING YOUR OWN PHOTOGRAPHY LIBRARY

Key points in creating your own photography library, what to think about when taking your own pictures to use in your design work.

NO SUBMISSION

WEEK 9

CREATING CUSTOM MOCK-UPS

How to create a mock-up template including resources and videos.

NO SUBMISSION

MARK SCHEMES

WEEK 1

N/A

WEEK 2

N/A

WEEK 3

N/A

WEEK 4

A - Excellent

- Excellent demonstration of photography showing 5 or more examples from their chosen theme
- All parts of the task completed
- High attention to detail and very good analytical skills for photograph annotations
- A strong concept that is thought through and connects their photography choices

B – Good

- A demonstration of photography showing 5 or more examples from their chosen theme
- Have communicated this research clearly
- Good use of analytical skills for photography annotations
- A good concept connected to their photography choices

C – Satisfactory

- Some demonstration of photography showing 5 examples from their chosen theme
- Have communicated some understanding from their photography annotations

- Not much attention to detail or analysis for photography annotations
- Some steps towards demonstrating skills but more evidence needs to be shown

D – Marginal Pass

- Very little demonstration of photography showing 5 examples from their chosen theme
- No clear communication or analysis from their photography annotations
- Very little attention to detail
- No clear research / parts of task missing

F – Inadequate

- Lack of research or photographs
- No clear presentation
- No concept
- No attention to detail

Incomplete

- No research done
- No submission
- No concept

WEEK 5

N/A

WEEK 6

A - Excellent

- Excellent use of digital aid to submit their designs into a contact sheet
- All parts of the task completed
- High attention to detail in their photography and contact sheet
- A strong concept that is shown from their research to the submitted design

B – Good

- A good use of digital aid to submit their designs into a contact sheet
- Good attention to detail in photographs
- A good concept that is shown from their research to the submitted design

C – Satisfactory

- Some use of digital aid to create contact sheet but not all parts of the task completed

- Not much attention to detail
- Concept is clear but could do with some significant improvements

D – Marginal Pass

- Very little use of digital aid to create a contact sheet
- No clear concept for the task
- Very little attention to detail on photography elements

F – Inadequate

- Lack of evidence within contact sheet or photography
- Parts of task missing
- No concept
- No attention to detail

Incomplete

- No research done
- No submission
- No concept

WEEK 7

N/A

WEEK 8

N/A

WEEK 9

N/A