

Assignment Brief		
Qualification	L3 BTEC Creative Media Production	
Unit number and title	Unit 57: Photography and Photographic Practice	
Start date		
Deadline	JANUARY 6 2017	
Assessor name	Kieran Ryan	
Assignment title	Exhibitionist	
The purpose for this assignment is to: is to develop learners' knowledge of, and practical skills in, photography. Learners will investigate different areas of photography, such as promotional, advertising and photojournalism, and produce and reflect on their own practical examples of photographic work.		
Scenario: You have been commissioned to produce work for an exhibition called 'Hong Kong, here and now.' The organisers want to display a wide range of photography in terms of subject, style and purpose.		
Assessment and grading criteria		
To achieve a pass grade the evidence must show that the learner is able to:	To achieve a merit grade the evidence must show that, in addition to the pass criteria, the learner is able to:	To achieve a distinction grade the evidence must show that, in addition to the pass and merit criteria, the learner is able to:
P1 describe different applications of photography with some appropriate use of subject terminology	M1 explain different applications of photography with reference to detailed illustrative examples, and with generally correct use of subject terminology	D1 critically evaluate different applications of photography with supporting arguments and elucidated examples, consistently using subject terminology correctly
P2 use photographic equipment and employ photographic techniques with some assistance	M2 use photographic equipment and employ photographic techniques to a good technical standard with only occasional assistance	D2 use photographic equipment and employ photographic techniques to a technical quality that reflects near-professional standards, working independently to professional expectations
P3 produce photographic images for a specified purpose with relevant planning material, working within appropriate conventions and with some assistance	M3 produce photographic images for a specified purpose with relevant planning material to a good technical standard, showing some imagination and with only occasional assistance	D3 produce photographic images for a specified purpose with relevant planning material to a technical quality that reflects near-professional standards, showing creativity and flair and working independently to professional expectations

<p>P4</p> <p>comment on own photographic work with some appropriate use of subject terminology.</p>	<p>M4</p> <p>explain own photographic work with reference to detailed illustrative examples and with generally correct use of subject terminology.</p>	<p>D4</p> <p>critically evaluate own photographic work in the context of professional practice with supporting arguments and elucidated examples, and consistently using subject terminology correctly.</p>
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Task 1

Create a page for a website intended to give an introduction to photography for BTEC students. Your particular page will explain the different types, purposes and uses of photography (advertising, fashion, journalism and so on.) Produce a draft of the text and a mock-up for the design, then produce the finished product using the most appropriate tools and method.

EVIDENCE: Webpage, notes, planning.

P1, M1, D1

DUE DATE: NOVEMBER 11 2016

Task 2

Plan and prepare your exhibition. You will need to find a location (physical or digital), produce research into similar work done by others, then plan and create your own images.

EVIDENCE: Planning and pre-production notes, research notes, portfolio of images

P2, M2, D2, P3, M3, D3

DUE DATE: DECEMBER 1 2016

Task 3

Plan and write and present a review of your exhibition for a photographic website.

EVIDENCE: Finished review

P4, M4, D4

DUE DATE: JANUARY 6 2017

Sources of information

- www.adobemag.com – Adobe magazine
- www.artsandlibraries.org.uk – art galleries and libraries
- www.artscouncil.org.uk – Arts Council of England
- www.bbc.co.uk – the BBC website provides access to related resources via its own sub-directory
- www.ccc.acw.org.uk – Arts Council of Wales
- www.dandad.org – design and advertising website
- www.medialearners.com – information about media industries, production, qualifications, and an extensive
- www.rps.org – the Royal Photographic Society

This brief has been verified as being fit for purpose

Assessor

Signature

Date

Internal verifier

Signature

Date

Criteria reference	To achieve the criteria the evidence must show that the learner is able to:	Task no.	Evidence
P1	describe different applications of photography with some appropriate use of subject terminology	1	Webpage
M1	explain different applications of photography with reference to detailed illustrative examples, and with generally correct use of subject terminology	1	Webpage
D1	critically evaluate different applications of photography with supporting arguments and elucidated examples, consistently using subject terminology correctly	1	Webpage
P2	use photographic equipment and employ photographic techniques with some assistance	2	Your photography, observation and interview notes about your practice
M2	use photographic equipment and employ photographic techniques to a good technical standard with only occasional assistance	2	Your photography, observation and interview notes about your practice
D2	use photographic equipment and employ photographic techniques to a technical quality that reflects near-professional standards, working independently to professional expectations	2	Your photography, observation and interview notes about your practice
P3	produce photographic images for a specified purpose with relevant planning material, working within appropriate conventions and with some assistance	2	Your photographs
M3	produce photographic images for a specified purpose with relevant planning material to a good technical standard, showing some imagination and with only occasional assistance	2	Your photographs
D3	produce photographic images for a specified purpose with relevant planning material to a technical quality that reflects near-professional standards, showing creativity and flair and working independently to professional expectations	2	Your photographs
P4	comment on own photographic work with some appropriate use of subject terminology.	4	Your review of your own work
M4	explain own photographic work with reference to detailed illustrative examples and with generally correct use of subject terminology.	4	Your review of your own work

D4	critically evaluate own photographic work in the context of professional practice with supporting arguments and elucidated examples, and consistently using subject terminology correctly.	4	Your review of your own work
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