

NPTC Group Newtown College
Art & Design Department AS Level Photography

Assignment title:	Assignment 1: The Language of Letters, Signs & Symbols FORMATIVE		
Assessor:			
Date issued:		Final Deadline:	
Qualification:	WJEC AS Level in Photography L3		
Unit:	Unit 1: Personal Creative Enquiry		
Assessment Objectives covered:	<p>AO1</p> <ul style="list-style-type: none"> •Development of ideas that are informed by contextual study of past and present photographic and other sources such as film, fine art, graphic design and published media and the place of photography within these. •Awareness of the issues that influence the purposes, meanings and contexts of photography and of the variety of photographic and motion picture genre and, where appropriate, relating personal work to a particular genre. •Analytical skill and critical and contextual understanding in comparing and contrasting the work of relevant photographers and other contextual sources and in the formative and summative evaluation of personal photographic outcomes. 		
	<p>AO2</p> <ul style="list-style-type: none"> •Selection of, and experimentation with, appropriate photographic media and processes, other media and combinations of media, with controlled use of lighting, shutter speed, aperture, lenses, filters and digital software. Technical details may be included, but should be selective and concise. Concern with technical processes should not assume greater importance than the progression of creative ideas. •Exploration of stimulating resources and studio-based and environmental sources to initiate and develop innovative ideas, with due regard to viewpoint, composition, tone, colour, texture, scale and other visual elements. Each significant step in the creative process should be documented. The full potential of photography should be explored through experimentation with traditional and digital media. •Discrimination in reviewing ideas as work develops. Careful control exercised in refining detail, such as in editing, image manipulation and print resolution, to produce outcomes of quality. 		
	<p>AO3</p> <ul style="list-style-type: none"> •Gathering, selecting, organising and communicating relevant information in studying visual and tactile sources of reference. Due attention should be given to the selection of only the most significant images and the analysis and annotation of these, rather than including multiple thumbnail/contact prints with no evaluative comments. •Recording, through photography and by other means, such as sketches, storyboards and written notes, ideas, observations and insights that are relevant to personal intentions. •Critical reflection on work and progress in order to review what has been learned, deepen understanding and clarify purpose and meaning. 		

	<p>AO4</p> <ul style="list-style-type: none"> •Presentation of creative responses that are essentially personal and effectively realise stated intentions, such as a photographic poster to support a strongly held opinion or images of architectural structures projected onto a three-dimensional construction. •Explicit connections made, where appropriate, between the different elements of the submission, including contextual, practical and written responses, presenting work in an order, which can be easily followed. •Consideration of different presentational formats, such as animated sequences and use of mixed media, selecting the most appropriate of these for the submission, giving due regard to the purpose of the work and how to make it look interesting. If the print size or cost of a preferred format is a constraint, then this could be drawn, described and/or presented as a scale model.
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Scenario: This assignment will enable you to produce assessment evidence for the AS/A2 Level in Photography, **Unit 1: Personal Creative Enquiry**. Summaries of the Assessment Objectives for this unit are listed above. **The scenario is;** you have been approached by an Educational Resources Development Centre to produce photographic material. This would be used for a resource book, which will help children and non-English/Welsh speaking adults to learn the English, Welsh or other world alphabet. They are looking for a new, innovative and creative approach to visual imagery, which would make looking at letterforms fun and engaging. The resource book will need to have photography for every letter of the alphabet. Try to get a picture of objects that start with or represent each letter of the alphabet. For instance, it might be easy to take a photo of the grass for G, but Q is going to be harder, maybe a picture of child running around could be Quick, or a picture of a completely still pond could be Quiet. You will also need to try out lots of different photographic techniques and you should try out each of the following at least once. As well as exploring the gallery context, you should also investigate how the abstract theme might be used in other photography genres e.g. Advertising, Fashion, Nature, Sport etc. Techniques you will be exploring are:

Photo-grams (Man Ray) -Stencilling - Painting with Light - Spot Colouring - Law of Thirds - Photoshop Layers and Filters (Jasper Johns) - Photoshop Typography Experiments (Neville Brody) - Photo Collage (Kurt Schwitters) - On Location - Limited Depth of Field (Lens and Photoshop) - 'A' is for . . . 'Paste into' (Photoshop)

You will be using InDesign to create the layout and contents of the book. The final images should also be displayed as a digital PDF slide show ready to show the client.

Task 1:	<p>Research: produce visually exciting research pages in InDesign based on the Language of Letters, Signs & Symbols theme. Research photographic styles past and present. Look at contemporary photographers and historical movements that have used letters, signs & symbols in their work.</p>
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Evidence you must produce for this task:	<p>InDesign pages and supporting work containing:</p> <ul style="list-style-type: none"> * Photos of primary sources * Responses to secondary sources; magazines/internet/leaflets/galleries * Page layouts * Analysis of others' work; for at least different 3 different artefacts * Brief annotations for other images collected.
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Assessment Objectives covered by this task:	AO1
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Sources of information:	The Dada and Surrealist, Cubism and Bauhaus Movements. Photographers such as Man Ray; artists such as Jasper Johns; designers such as Neville Brody.
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Task 2:	<p>Experimentation, Review and Development.</p> <p>Generate your own varied ideas for letter shapes, signs and symbols. Search for 'photo alphabet' on the net. Think about the letterforms, signs, symbols and related locations/objects that exist in college, around town and further afield. Make notes of ideas for subjects/Objects to photograph and consider unusual angles, subjects, locations, etc. You will need to think of a series of photos to take that capture the alphabet letters, relevant signs and symbols in different ways and using different techniques, materials and processes, as listed.</p> <p>As you start to try out your ideas with a range of different photography techniques, you will need to record them using Media Record Reports.</p> <p>When you have progressed through a number of different experiments, you will need to review you progress. Then, continue to develop your ideas and experiments based on the results of your Review.</p>
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Evidence you must produce for this task:	InDesign pages and supporting work containing: <ul style="list-style-type: none"> *Photos using primary sources based on the theme *Experimental photography using a variety of techniques *Brief annotations *Media Records *A Review of your photography
Assessment Objectives covered by this task:	AO2, AO3.

Sources of information:	Primary sources; Photography.
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Task 3:	Final Images; Presentation and Evaluation. <p>You will now need to complete your InDesign document, showing developmental and final photographs. When you are happy with the layout, present them in a PDF slide show. You may wish to include notes and titles. When you have completed all of the above tasks, you will need to complete an Analysis and Evaluation of your developmental work and completed project.</p>
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Evidence you must produce for this task:	Completed InDesign pages and supporting work containing: <ul style="list-style-type: none"> *Final photographs *An Evaluation of the project *Final PDF presentation.
Assessment Objectives covered by this task:	AO4

Sources of information:	Moodle.
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