

NPTC Group Newtown College
Art & Design Department AS Level Photography

Assignment title:	Foundation Phase: The Language of Letters, Signs & Symbols Metamorphosis Abstruse Abstracts 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.

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. You will also need to try out lots of different photographic techniques and you should try out each of the following at least once. It is also important that you spend time exploring different photographic contexts; Advertising, Fashion, Nature, Sport, Journalism, Landscape, Urban, Portrait, Food, Fine Art, Ariel, Street, Architectural, Still-Life, Forensic, Wedding, etc. Techniques you will be exploring are:

Photo-grams (Man Ray) -Stencilling - Painting with Light - Spot Colouring - Law of Thirds - Photoshop Layers and Filters - Photo Collage - On Location - Limited Depth of Field (Lens and Photoshop) - 'Paste into' (Photoshop) Photomontage/Collage) - Object Scans & Photograms - Low Key - High Key – Silhouettes - Joiner Photography, Light Painting/Graffiti – Photomontage (vertical, horizontal, diagonal, assembled) - Camera Shake – Movement – Shadows – Macro - Ink Blots and other Masks - Texture Overlays - Hi-Contrast, - Abstract Layers Montage - Motion Blur - Pin Hole Camera - Black & White - Studio Lighting - Spot Colouring - Indoor/Natural Lighting - Photoshop Actions/Filters – Sequences – Triptych – Layer Blends – Focus Stacking – Foreshortening - Film and others!

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:	Research: produce visually exciting research pages in InDesign based on the listed themes. Research photographic styles past and present. Look at contemporary photographers and historical movements that have used these themes in their work.
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Evidence you must produce for this task:	InDesign pages and supporting work containing: <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.
Assessment Objectives covered by this task:	AO1

Sources of information:	<p>The Dada and Surrealist, Cubism and Bauhaus Movements. Photographers such as Man Ray; artists such as Jasper Johns; designers such as Neville Brody. Look at artists such as Antoni Tapes and Marc Rothko and abstract photographers such as Alan Babbitt, Chris Windor, Michael Taylor and Ryan Bush. Also look at Hannah Hoch, Ofer Wolberger and Andre Breton and ideas.</p> <p>See http://masters-of-photography.com and the other web links on Moodle.</p>
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Task 2:	<p>Experimentation, Review and Development.</p> <p>Generate your own varied ideas for the listed themes and photography techniques. Search in books, exhibitions and galleries, as well as on the net. Think about 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 themes 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 those 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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