



# homelearning

## OCR NATIONALS ICT – LEVEL 3

### 12A – Digital Photography AO1/2/3

This term you will develop a range of photography skills and produce a portfolio of work showing your understanding and application of the subject.

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**Expected Outcomes: AO1/2/3 for Unit 10 in printed format with annotations where required**

**Deadlines: October 20<sup>th</sup> 2011 - 1600**

**Recommended Visits: local attractions with photographic interest eg National Marine Aquarium**

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Unit 10 allows you to explore the world of digital photography. You will use a digital camera to explore how the digital format is used and how it compares with traditional film photography. You will need to show your own photographs throughout – and combine your understanding with practical application.

All three Assessment Objectives (AO1-3) should be presented in Word (not PowerPoint). The font used should be suitable for an A-Level course (12pt Arial is fine).

#### **AO1 – Investigate Digital Photography using a Digital Camera**

1. Demonstrate a thorough understanding of digital image creation and production; using the following:
  - digital vs. optical zoom
  - automatic image vs. manual
  - resolution, file size
  - controlling exposure
  - controlling shutter speed, aperture size
  - focus
  - fixed lenses, zoom lenses, macro settings
2. Use the characteristics of the digital camera to enhance a chosen photographic situation – by changing settings such as the exposure time, ISO, white balance or aperture size. Use different lenses as appropriate.
3. Show an advanced understanding of adjusting camera settings to achieve desired resolution, focus and exposure.
4. Capture creative visual images that take advantage of the digital camera format.
5. Your digital photographs will show a thorough understanding of the digital format and its strengths and limitations.

#### **AO2 – Investigate file types and data storage formats**

1. Demonstrate a **thorough** understanding of file types for digital photographs and data storage formats.
2. Explain **clearly** and compare the different file types and identify the situations when each type is most suitable for use.

File types:

- exchangeable image file format (Exif) :TIFF, JPEG
- RAW image format

Data storage formats:

- secure Digital card (SD)
- compactFlash (CF-I and CF-II)
- memory Stick
- MultiMediaCard (MMC)
- SmartMedia
- xD-Picture Card (xD)
- miniSD Card
- microSD card
- USB flash drive

### **A03 – Investigate other image sources for digital imaging**

1. Identify and collect new images from a **wide range** of other sources (eg scanner, paper based, internet, clip-art) and save them in appropriate file formats.
2. Use them in conjunction with your own images both digital and traditional to produce new, creatively rich images for AO4 and AO5.

Other image sources include:

- scanning images
- library images
- images from the internet
- combining images from different sources

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## OCR NATIONALS ICT – LEVEL 3

### 12B – Digital Photography AO4/5/6/7

This term you will develop a range of photography skills and produce a portfolio of work showing your understanding and application of the subject.

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**Expected Outcomes: AO4/5/6/7 for Unit 10 in printed format with annotations where required**

**Deadlines: December 16<sup>th</sup> 2011 - 1600**

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#### **AO4 – Investigate basic digital image manipulation through the use of image manipulation software**

1. You will need to demonstrate your use of Fireworks or Photoshop to demonstrate the following tools being used to enhance photographs you have taken.
2. Evidence can be recorded through print-screening your processes.
3. Demonstrate mastery of digital image creation and enhancement, using industry standard software tools to a professional level.
4. This will include effective use of all the editing techniques listed below.
5. Annotate their printouts to explain the choice of editing technique.

#### **Basic editing techniques:**

- sizing images, cropping and scaling
- changing resolution
- adjusting image colour attributes, saturation
- rotating, straightening
- brightness, contrast
- built-in effects eg embossing, pencil/charcoal sketches

#### **AO5 - Experiment with complex image manipulation and creation using image manipulation software**

1. Carry out complex image manipulation and creation using image manipulation software using a variety of advanced editing techniques.
2. Use each of the techniques listed in the Connect section below as well as additional techniques.
3. Independently source professional standard images and combine these with your own creative images to produce new, original pieces of work.

#### **Advanced editing techniques:**

- adding effects, eg morphing, using filters, layers, masks, paths
- photo enhancements

- juxtaposition and superimposition of images and text
- multiple images
- photo restoration eg noise removal, lasso, feathering, cloning, healing and correcting patches
- palettes
- changing colour balance
- sharpening and softening
- changing contrast

### **A06 - Present photographs in a portfolio**

Print showing an understanding of:

- dpi
- print size and quality
- printer settings
- printer paper

Present images to gain feedback:

- to a client, marketing team, or user of the product

### **A07 - Evaluate photographic portfolio**

1. Provide a detailed analysis of your work in terms of quality and fitness for purpose.
2. Make critical comparisons between your own work and that of professional photographers.
3. Your evaluations show a complete understanding of the photographic process and how it is used professionally.

#### **Evaluate product:**

- quality
- fitness for purpose
- compare with professional photographs

#### **Evaluate working practices:**

- effectiveness of own management of the photographic process

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