PICTON HIGH SCHOOL
Creating Opportunities Achieving Success

YEAR 12 PHOTOGRAPHY & DIGITAL IMAGING

DEVELOPING A POINT OF VIEW

Due Date: Thursday 4th April Term 1 Week 10	Assessment Name: Practical Task 2
Mark: /35	Weighting: 35%

SYLLABUS OUTCOMES TO BE ASSESSED:

M1 - **generates** a characteristic style that is increasingly self-**reflective** in their photographic and digital practice
M3 – **investigates** different points of view in the **making** of photographs and digital images

DIRECTIVES TO BE ASSESSED:
Generate: produce or create
Reflect: think deeply or carefully about
Investigate: carry out research or study into
Make: produce something
Develop: to grow and become more advanced or elaborate

TASK DESCRIPTION:
There are two parts to this assessment task: **Part A - Photographic Process Diary** (all written work and documentation for this project) and **Part B - Practical Task** (a fashion _lookbook_ presenting 6-10 fashion photographs taken by you). This task will give you the opportunity to develop your artistic practice in digital imaging by thinking about intentions and audiences for your work.

Part A: Photographic Process Diary PPD
You must document and submit the **development** of your work in a Photographic Process Diary (PPD).
This can be a digital file created in Google Docs or a paper workbook.
In your portfolio, you must include all classwork including:

- **A title page**: Your name, Photography & Digital Imaging Term 3, Developing a Point of View
- **Notes** on **"**What is Fashion Photography?"
- **Brainstorm:** Identify a minimum of 10 styles of fashion photography
- **Describe** the features and / or characteristics of 3 styles of fashion photography
- **Choose** 1 style that interest you to investigate further for your assessment task by **creating** an inspiration page.
- **Notes** on "visual codes and symbols"
- **Explain** the use of visual codes and symbols used in your chosen type of fashion photography to capture the look and feel of the style e.g. Pose, props, clothing, items, models gesture and stance, composition, lighting, angle of view, environment, location, etc.
- **Notes** on "What is a lookbook?"
- **Research** and **document** examples of lookbooks for the type of fashion photography you will be capturing for your assessment task.
- **Notes** on "**Elements of Visual Design**"
- **Choose** one and **analyse** how well the graphic designer uses Elements of Visual Design such as colour, line,

shape, pattern, Texture, Typography in their lookbook to communicate their idea? What mood do they create?

- **Notes** on "Principles of Visual Design"
- **Critically analyse** how successfully the graphic designer applies the following principles in a way that makes sense: Unity, Gestalt, Space, Hierarchy, Balance, Contrast, Scale, Dominance and Similarity.
- **Write** a concept statement that discusses your idea for your fashion style or clothing line with documentation of the intended target audience.
- **Present** your final series of 6-10 fashion photographs with process notes in your workbook (concept and process of taking and editing the final photos)
- **Process notes** of designing the lookbook that includes the use of elements and principles of visual design: colour, line, shape, pattern, Texture, Typography, Unity, Gestalt, Space, Hierarchy, Balance, Contrast, Scale, Dominance and Similarity.
- **Write** a paragraph evaluation of your final 6-10 photographs presented in a lookbook

Part B: A series of Digital Portrait Fashion Photographs (6-10) presented in a graphically designed lookbook

- You are to explore fashion photography as a genre of photography that is devoted to displaying clothing and other fashion items.
- Your lookbook will demonstrate your ability to be **self-reflective** as you will select only the most effective and suitable photographs to **generate** a particular style of fashion or clothing line. You will **make** a lookbook in Adobe InDesign that has been graphically designed.
- You must consider the location and environment in which you are taking your photographs to successfully present your fashion style or clothing line.
- You should not rely on the face alone to communicate the fashion style that you are trying to capture.
- The portraits should use visual codes and symbols e.g. Pose, props, gesture, composition, lighting, angle of view, environment, location, stance etc. to capture the look and feel for the type of fashion lookbook you are creating.
- Each photograph should explore your ideas and as a whole and should come together as a collection that successfully execute the look and feel of the type of fashion lookbook you are creating.
- You are to use Adobe Photoshop tools and techniques to enhance and manipulate your images, however you are not to edit or manipulate the model's physical features.
- You may use Adobe illustrator to create graphic designs, vector and effective typography.
- You must compose and present your final images for the lookbook in Adobe InDesign.
- Careful planning needs to go into this task, which should be documented in your PPD.
- All ideas must also be documented in your PPD.

ASSESSMENT CRITERIA – STUDENT CHECKLIST:
You will be assessed on your ability to:
- Use a digital camera to compose and take photographic images

- Use the **Structural** frame to communicate ideas to an audience
- Communicate artistic intention
- Effectively use Photoshop to enhance and manipulate your images
- Choose your most successful Portrait Photographs to communicate and present the fashion style or clothing line
- Effectively choose suitable environments/ locations to photograph your series of photographs
- Graphically design a lookbook
- Employ visual codes and techniques such as framing of the image (close up, middle distance and long distance views, rule of thirds, the central placement of an image or object etc.)
- Use your camera to crop, close up or distance yourself from your subject
- Use your camera as an expressive device
- Create a series of images that show cohesion.
- Document your ideas, techniques, processes and research in your PPD.

MARKING GUIDELINES: PART A Photographic Process Diary

Guideline	Mark/Grade
- Your photographic process diary shows an outstanding **investigation** of your ideas, techniques and processes for the making of your fashion photography lookbook.	Outstanding 5
- Your photographic process diary shows a high level of **investigation** of your ideas, techniques and processes for the making of your fashion photography lookbook.	High 4
- Your photographic process diary shows a sound level of **investigation** of your ideas, techniques and processes for the making of your fashion photography lookbook.	Sound 3
- Your photographic process diary shows a basic level of **investigation** of your ideas, techniques and processes for the making of your fashion photography lookbook.	Basic 2
- Your photographic process diary shows a limited level of **investigation** of your ideas, techniques and processes for the making of your fashion photography lookbook.	Limited 0-1

MARKING GUIDELINES: PART B Fashion Photographs

Guideline	Mark/Grade
- You have demonstrated an outstanding **development** of different techniques in taking photographs that suit your artistic intention for the particular fashion style or clothing line. The final 6-10 fashion photographs presented are self-**reflective** of your outstanding photographic practice.	Outstanding 14-15
- You have demonstrated a high **development** of different techniques in taking photographs that suit your artistic intention for the particular fashion style or clothing line. The final 6-10 fashion photographs presented are self-**reflective** of your excellent photographic practice.	High 11-13
- You have demonstrated a sound **development** of some techniques in taking photographs that suit your artistic intention for the particular fashion style or clothing line. The final fashion photographs presented are self-**reflective** of sound photographic practice.	Sound 6-10
- You have demonstrated a basic **development** of some techniques in taking photographs. The final fashion photographs presented are self-**reflective** of basic photographic practices. The design of the lookbook demonstrates basic digital practice.	Basic 3-5
- You have demonstrated a limited **development** of minimal techniques in taking photographs. The final fashion photographs presented demonstrate limited photographic and digital imaging practices with limited reflection.	Limited 0-2

MARKING GUIDELINES: PART B Fashion Lookbook	
Guideline	Mark/Grade
- You have **generated** a lookbook that is outstanding in its suitability to the style or clothing line. The design of the lookbook demonstrates outstanding digital practice.	Outstanding 14-15
- You have **generated** a lookbook that is highly suitable to the style or clothing line. The design of the lookbook demonstrates excellent digital practice.	High 11-13
- You have **generated** a lookbook that is suitable to the style or clothing line. The final fashion photographs presented are self-**reflective** of sound photographic practice. The design of the lookbook demonstrates sound digital practice.	Sound 6-10
- You have **generated** a lookbook that are somewhat suitable to the style or clothing line. The final fashion photographs presented demonstrate little self-**reflection** of photographic practices. The design of the lookbook demonstrates basic digital practice.	Basic 3-5
- You have **generated** a lookbook that is hardly suitable to the style or clothing line. The final fashion photographs presented demonstrate limited photographic and digital imaging practices.	Limited 0-2