SEG Awards Level 3 Award, Certificate and Diploma in Photography

Qualification Guidance

Level 3 Award – 603/5005/2
Level 3 Certificate – 603/5007/6
Level 3 Diploma – 603/5008/8

About Us

At Skills and Education Group Awards we continually invest in high quality qualifications, assessments and services for our chosen sectors. As a UK leading sector specialist we continue to support employers and skills providers to enable individuals to achieve the skills and knowledge needed to raise professional standards across our sectors.

Skills and Education Group Awards has an on-line registration system to help customers register learners on its qualifications, units and exams. In addition it provides features to view exam results, invoices, mark sheets and other information about learners already registered.

The system is accessed via a web browser by connecting to our secure website using a username and password: Skills and Education Group Online Registration System

Sources of Additional Information

The Skills and Education Group Awards website www.skillsandeducationgroupawards.co.uk provides access to a wide variety of information.

Copyright

Specification Code, Date and Issue Number

The specification codes are: **Award** A6276-03 / **Certificate** C6276-03 / **Diploma** D6276-03
The date of this specification is 1st August 2023. The Issue number is **1.1**

Issue	Date	Details of change
1.0	Sept 2019	New qualification guide
1.1	Sept 2021	New qualification review date set
1.2	July 2023	Op end and cert end dates added to Diploma only
1.3	July 2025	All qualifications being withdrawn Op and Cert End Date – 31/08/2025 (Certificate only) Op End Date - 31/12/2025 and Cert End Date – 31/12/2028 (Award and Diploma only)

This guide should be read in conjunction with the Indicative Content document **version 1.1** which is available on our secure website using the link above.

Contents

This is a live document and as such will be updated when required. It is the responsibility of the approved centre to ensure the most up-to-date version of the Qualification Guide is in use. Any amendments will be published on our website and centres are encouraged to check this site regularly.

Introduction

The SEG Awards Level 3 Award, Certificate and Diploma in Photography offer learners a range of units in specific areas of photography. Each unit enables learners to develop methodological and technical skills within a specific area.

Pre-requisites

The SEG Awards Level 3 Award, Certificate and Diploma in Photography are aimed at learners who wish to develop their art, design and media skills for entry into Further Education or related employment. There are no specific pre-requisites for these qualifications

Qualification Structure and Rules of Combination

Rules of Combination: Level 3 Award in Photography
Learners must achieve a minimum of 8 credits from one optional unit in Group A to achieve the Level 3 Award in Photography.

Unit	Unit Number	Level	Credit Value	GL
Optional Units Group A				
Digital Photo Imaging Techniques	R/601/2571	3	8	60
Location Fashion Photography	A/601/2581	3	8	60
Studio Photography	J/601/2616	3	8	60
Pixel-Based Image Manipulation	L/601/3542	3	8	60
Presenting Photographic Images	A/601/2614	3	8	60

Rules of Combination: Level 3 Certificate in Photography
Learners must achieve a minimum of 16 credits from two optional units in Group A to achieve the Level 3 Certificate in Photography.

Unit	Unit Number	Level	Credit Value	GL
Optional Units Group A				
Digital Photo Imaging Techniques	R/601/2571	3	8	60
Location Fashion Photography	A/601/2581	3	8	60
Studio Photography	J/601/2616	3	8	60

Unit	Unit Number	Level	Credit Value	GL
Pixel-Based Image Manipulation	L/601/3542	3	8	60
Presenting Photographic Images	A/601/2614	3	8	60

Rules of Combination: Level 3 Diploma in Photography

Learners must achieve a minimum of 40 credits from five **mandatory** units in Group A to achieve the Level 3 Diploma in Photography.

Unit	Unit Number	Level	Credit Value	GL
Mandatory Units Group A				
Digital Photo Imaging Techniques	R/601/2571	3	8	60
Location Fashion Photography	A/601/2581	3	8	60
Studio Photography	J/601/2616	3	8	60
Pixel-Based Image Manipulation	L/601/3542	3	8	60
Presenting Photographic Images	A/601/2614	3	8	60

Assessment

Internal assessment, internal and external moderation. Specific requirements and restrictions may apply to individual units within qualifications. Please check unit and qualification details for specific information.

Practice Assessment Material

Skills and Education Group Awards confirm that are no practice assessment materials for this qualification.

Teaching Strategies and Learning Activities

Centres should adopt a delivery approach which supports the development of all individuals. The aims and aspirations of all the learners, including those with identified special needs or learning difficulties / disabilities, should be considered and appropriate support mechanisms put in place.

Progression Opportunities

Learners who successfully complete the Level 3 Award, Certificate or Diploma in Photography will be able to continue in further education or training through the development of specific

technical and creative skills or progress into employment. Progression could be through the SEG Awards Level 3/4 Diploma in Foundation Studies in Art, Design and Media.

Centres should be aware that Reasonable Adjustments which may be permitted for assessment may in some instances limit a learner's progression into the sector. Centres must therefore inform learners of any limits their learning difficulty may impose on future progression, if applicable.

Tutor/Assessor Requirements

Skills and Education Group Awards require those involved in the assessment process to be suitably experienced and / or qualified. In general terms, this usually means that the Assessor must be knowledgeable of the subject / occupational area to at least the level they are delivering / assessing at.

Those responsible for Internal Quality Assurance (IQA) must be knowledgeable of the subject/occupational area to a suitable level to carry out accurate quality assurance practices and processes.

Language

These specifications and associated assessment materials are in English only.

Qualification Summary

Qualification							
Level 3 Award in Photography – 603/5005/2 Level 3 Certificate in Photography – 603/5007/6 Level 3 Diploma in Photography – 603/5008/8							

Qualification Purpose	Prepare for further learning or training and/or develop knowledge and/or skills in a subject area						
Age Range	**Pre 16**		**16-18**	✓	**18+**	✓	**19+** ✓
Regulation	The above qualifications are regulated by Ofqual						
Assessment	• Internal assessment • Internal and external moderation						
Type of Funding Available	See FaLA (Find a Learning Aim)						
Qualification/Unit Fee	See Skills and Education Group Awards web site for current fees and charges						
Grading	Pass To achieve a Pass learners must complete all units as stated in the Rule of Combination (RoC)						
Operational Start Date	01/09/2019						
Review Date	30/06/2023						
Operational End Date	Diploma only - 31/08/2023						
Certification End Date	Diploma only - 31/08/2025						
Guided Learning (GL)	L3 Award – 60 hours L3 Certificate – 120 hours L3 Diploma – 300 hours						
Total Qualification Time (TQT)	L3 Award – 80 hours L3 Certificate – 160 hours L3 Diploma – 400 hours						
Skills and Education Group Awards Sector	Art, Design and Creative Industries						
Ofqual SSA Sector	9.3 Media and Communication						
Support from Trade Associations	Supported by Creative and Cultural Skills						
Administering Office	See Skills and Education Group Awards web site						

Unit Details

PHL3U1 - Digital Photo Imaging Techniques

Unit Reference	**R/601/2571**
Level	**3**
Guided Learning (GL)	**60 hours**
Credit Value	**8**
Unit Summary	This unit enables the learner to acquire a technical understanding of digital photo imaging used in the generation of still images. Learners will gain an understanding of the uses and limitations of digital photography through the exploration of procedures and tasks relevant to the professional photographer. Learners will be able to apply effective control of a camera to produce and store successful images.
Learning Outcomes (1 to 5) *The learner will*	**Assessment Criteria (1.1 to 5.1)** *The learner can*

1. Be able to use compact digital cameras to create photographic images	1.1. Competently use and control compact digital cameras to include:
	
	      a. auto settings
	      b. custom settings
	      c. use of built in flash

2. Be able to use Digital Single Lens Reflex cameras.	2.1. Competently use and control digital single lens reflex (DSLR) cameras to control focussing, to include manual and auto settings.
	
	 2.2. Competently use and control digital single lens reflex (DSLR) cameras to control exposure, to include:
	      a. aperture priority
	      b. shutter priority
	      c. manual exposure settings
	
	 2.3. Competently use and control digital single lens reflex (DSLR) cameras to control image quality to include:
	      a. white balance
	      b. ISO settings
	      c. file formats (e.g. RAW and JPEG settings)

3. Be able to download and store digital images from a camera.	3.1. Import images into an image management system.
	3.2. Appropriately store digital image files using professional image management software.
	3.3. Optimise digital images for export for various purposes.
	3.4. Retrieve and output images for subsequent use.

4. Be able to present a portfolio of photographs taken with a digital camera to a professional standard.	4.1. Present a portfolio of images in an appropriate format that demonstrates:
	
	    a. visual awareness
	    b. control of media and materials
	    c. appropriate layout
	    d. presentation of imagery
	    e. precision and attention to detail

5. Be able to review own creative development.	5.1. Evaluate personal progress in relation to digital photographic practice.

PHL3U2 - Location Fashion Photography

Unit Reference	**A/601/2581**
Level	**3**
Guided Learning (GL)	**60 hours**
Credit Value	**8**
Unit Summary	In this unit learners will develop skills in researching, producing and managing street fashion photo-shoots. Additionally, the unit seeks to introduce students to the planning of shoots, selection of locations and working within a team.
Learning Outcomes (1 to 6) *The learner will*	**Assessment Criteria (1.1 to 6.1)** *The learner can*
1. Understand approaches to location fashion photography.	1.1. Evaluate a minimum of six examples of location fashion photography produced by at least three fashion photographers to determine the: a. relationship between the approach of the photographer, the final application, format and the subject matter b. potential to employ similar approaches in own work
2. Understand the components of a successful location fashion photographic shoot.	2.1. Assess, with the use of examples, the contribution and relationship between the following in creating a successful location fashion photograph. a. fashion style b. location choice c. model choice d. available and additional lighting
3. Be able to select a theme for a location fashion shoot.	3.1. Identify at least three themes that could be suitable for their own location fashion shoot and assess their potential for further development. 3.2. Select a suitable theme for their own location fashion shoot.

	3.3.	Justify the choice of theme for location fashion shoot identifying intended outcome.
4. Be able to carry out a location fashion photo-shoot.	4.1.	Manage a location fashion photo-shoot to ensure required bookings are made: a. required permissions are obtained e.g. location use b. model release forms are obtained c. time scales are met d. equipment is setup correctly e. organisation of necessary personnel f. organisation and composition of models and props
	4.2.	Competently use photographic equipment to create location fashion photographs.
	4.3.	Work within health and safety guidelines for on-site photo-shoots.
5. Be able to present a portfolio of images from a location fashion photo-shoot.	5.1.	Professionally present a portfolio of images in an appropriate format that demonstrates: a. visual awareness b. control of media and materials c. appropriate layout d. presentation of imagery e. precision and attention to detail
6. Be able to review own creative development.	6.1.	Evaluate their personal progress in relation to location fashion photography.

PHL3U3 - Studio Photography

Unit Reference	J/601/2616
Level	3
Guided Learning (GL)	60 hours
Credit Value	8
Unit Summary	This unit aims to introduce learners to the theoretical, methodological and specific skills associated with studio photography. Additionally the unit seeks to introduce learners to methods of visual research, pre-planning and organised record keeping.

Learning Outcomes (1 to 6) *The learner will*	Assessment Criteria (1.1 to 6.1) *The learner can*

1. Understand approaches to studio photography.	1.1. Evaluate a minimum of six examples of studio photography produced by at least three photographers to determine the:
	
	  a. relationship between the approach of the photographer and the subject matter
	  b. potential to employ similar approaches in own work

2. Understand how lighting conditions determine approaches to photographing subjects.	2.1. Assess, with the use of examples, the suitability of different approaches to photographing subjects to include:
	
	  a. different types of studio lighting e.g. photo flood and flash
	  b. different numbers of lights
	  c. different positioning of lights
	  d. different coloured lighting

3. Be able to select themes for studio photography.	3.1. Determine suitable themes for their own studio photography. 3.2. Select and justify their choice of a particular theme for studio photography identifying intended outcomes.

4. Be able to carry out a studio photo-shoot.	4.1. Manage a studio photo-shoot to ensure:
	
	    a. required bookings are made
	    b. required permissions are obtained e.g. model release form
	    c. time scales are met
	    d. equipment is setup correctly
	    e. testing of specialist equipment
	    f. organisation of necessary personnel
	    g. organisation and composition of models and props
	
	4.2. Competently use specialist equipment to undertake studio photography.
	
	4.3. Work within health and safety guidelines for studio photo-shoots.
	
	4.4. Employ a range of photographic treatments.

5. Be able to present a portfolio of images from a studio photo-shoot.	5.1. Professionally present a portfolio of images in an appropriate format that demonstrates:
	
	    a. visual awareness
	    b. control of media and materials
	    c. appropriate layout
	    d. presentation of imagery
	    e. precision and attention to detail

6. Be able to review own creative development.	6.1. Evaluate their personal progress in relation to location studio photography.

PHL3U4 - Pixel-Based Image Manipulation

Unit Reference	L/601/3542
Level	3
Guided Learning (GL)	60 hours
Credit Value	8
Unit Summary	This unit is aimed at learners who wish to gain skills and knowledge in the use of industry standard software for the pixel-based manipulation of digital imagery. Learners will be able to make use of commonly used software tools and functions and apply them to typical image manipulation tasks, such as colour correction, image-retouching and enhancement.
Learning Outcomes (1 to 4) *The learner will*	**Assessment Criteria (1.1 to 4.2)** *The learner can*
1. Recognise the use of pixel based image software.	1.1. Assess how and where pixel based image software is employed with the use of at least six examples.
2. Be able to explore the tools and functions of pixel-based image manipulation software.	2.1. Manipulate at least six imported images using the following: a. layers b. filters c. repair tools d. colour adjustment e. colour management f. cropping 2.2. Construct at least four images from component source material experimenting with a combination of at least four of the following in each: a. selection tools b. layers c. lasso tools d. pen tools e. eraser f. brush tools g. clone tool h. colour

	2.3. Evaluate the outcomes from 2.1 and 2.2 in terms of technical and aesthetic qualities.

3. Be able to initiate and create images in pixel-based image manipulation software for intended output.	3.1. Formulate an intention for a final outcome
	
	3.2. Assess image requirements for intended output in terms of:
	
	     a. resolution
	     b. colour mode
	     c. output size
	     d. file format
	
	3.3. Select appropriate image settings to create intended final outcome.
	
	3.4. Select and use pixel based image software tools to create an intended final outcome.
	
	3.5. Review final outcome in terms of its technical and aesthetic qualities.

4. Be able to manage and store digital imagery.	4.1. Create a digital filing system for source and final imagery in appropriate file locations. 4.2. Save digital files in appropriate formats for print and screen-based outputs.

PHL3U5 - Presenting Photographic Images

Unit Reference	**A/601/2614**
Level	**3**
Guided Learning (GL)	**60 hours**
Credit Value	**8**
Unit Summary	This unit seeks to develop the skill of editing and presenting photographic images for varied contexts. During the unit learners will explore professional presentation methods suitable to a range of audiences, formats and purposes. Learners will investigate a range of technical and legal issues in order to present photographic images in a professional context.
Learning Outcomes (1 to 3) *The learner will*	**Assessment Criteria (1.1 to 3.2)** *The learner can*
1. Understand suitable presentation methods for a range of audiences	1.1. Identify at least three target audiences to whom they would wish to present their work. 1.2. Investigate a range of possible presentation formats for each of the target audiences.
2. Be able to present photographic work in an appropriate professional manner.	2.1. Create and justify a suitable presentation format for a selected target audience. 2.2. Assess key legal issues in relation to the presentation of their photographic work. 2.3. Select, organise and prepare photographic work for presentation to the target audience. 2.4. Present photographic work to an audience and elicit feedback.
3. Be able to evaluate their photographic presentation.	3.1. Evaluate the appropriateness of the photographic presentation in relation to the target audience. 3.2. Evaluate the effectiveness of the presentation in relation to their stated intentions.

Recognition of Prior Learning (RPL), Exemptions, Credit Transfers and Equivalencies

Skills and Education Group Awards policy enables learners to avoid duplication of learning and assessment in a number of ways:

- Recognition of Prior Learning (RPL) – a method of assessment that considers whether a learner can demonstrate that they can meet the assessment requirements for a unit through knowledge, understanding or skills they already possess and do not need to develop through a course of learning.

- Exemption - Exemption applies to any certificated achievement which is deemed to be of equivalent value to a unit within Skills and Education Group Awards qualification but which does not necessarily share the exact learning outcomes and assessment criteria. It is the assessor's responsibility, in conjunction with the Internal Moderator, to map this previous achievement against the assessment requirements of the Skills and Education Group Awards qualification to be achieved in order to determine its equivalence.

- Any queries about the relevance of any certificated evidence, should be referred in the first instance to your centre's internal moderator and then to Skills and Education Group Awards.

  It is important to note that there may be restrictions upon a learner's ability to claim exemption or credit transfer which will be dependent upon the currency of the unit / qualification and a learner's existing levels of skill or knowledge. Where past certification only provides evidence that could be considered for exemption of part of a unit, learners must be able to offer additional evidence of previous or recent learning to supplement their evidence of achievement.

- Credit Transfer – Skills and Education Group Awards may attach credit to a qualification, a unit or a component. Credit transfer is the process of using certificated credits achieved in one qualification and transferring that achievement as a valid contribution to the award of another qualification. Units / Components transferred must share the same learning outcomes and assessment criteria along with the same unit number. Assessors must ensure that they review and verify the evidence through sight of:
  - Original certificates OR
  - Copies of certificates that have been signed and dated by the internal moderator confirming the photocopy is a real copy and make these available for scrutiny by the External Moderator.

- Equivalencies – opportunities to count credits from the unit(s) from other qualifications or from unit(s) submitted by other recognised organisations towards the place of mandatory or optional unit(s) specified in the rule of combination. The unit must have the same credit value or greater than the unit(s) in question and be at the same level or higher.

- Skills and Education Group Awards encourages its centres to recognise the previous achievements of learners through Recognition of Prior Learning (RPL), Exemption, Credit Transfer and Equivalencies. Prior achievements may have resulted from past or present employment, previous study or voluntary activities. Centres should provide advice and guidance to the learner on what is appropriate evidence and present that evidence to the external moderator in the usual way.

Further guidance can be found in 'Delivering and Assessing Skills and Education Group Awards Qualifications' which can be downloaded from http://www.abcawards.co.uk/centres-grid-page-move/policies-procedures/

Certification

Learners will be certificated for all units and qualifications that are achieved and claimed.

Skills and Education Group Awards policies and procedures are available on the Skills and Education Group Awards web site.

Exemptions

This qualification contains no exemptions. For further details see Recognition of Prior Learning (RPL), Exemptions, Credit Transfers and Equivalencies.

Glossary of Terms

GL (Guided Learning)

GL is where the learner participates in education or training under the immediate guidance or supervision of a tutor (or other appropriate provider of education or training). It may be helpful to think – 'Would I need to plan for a member of staff to be present to give guidance or supervision?

GL is calculated at qualification level and not unit / component level.

Examples of Guided Learning include:

- Face-to-face meeting with a tutor
- Telephone conversation with a tutor
- Instant messaging with a tutor
- Taking part in a live webinar
- Classroom-based instruction
- Supervised work
- Taking part in a supervised or invigilated formative assessment
- The learner is being observed as part of a formative assessment

TQT (Total Qualification Time)

'The number of notional hours which represents an estimate of the total amount of time that could reasonably be expected to be required, in order for a learner to achieve and demonstrate the achievement of the level of attainment necessary for the award of a qualification.' The size of a qualification is determined by the TQT.

TQT is made up of the Guided Learning (GL) plus all other time taken in preparation, study or any other form of participation in education or training but not under the direct supervision of a lecturer, supervisor or tutor.

TQT is calculated at qualification level and not unit / component level.

Examples of unsupervised activities that could contribute to TQT include:

- Researching a topic and writing a report
- Watching an instructional online video at home / e-learning
- Watching a recorded webinar
- Compiling a portfolio in preparation for assessment
- Completing an unsupervised practical activity or work
- Rehearsing a presentation away from the classroom
- Practising skills unsupervised
- Requesting guidance via email – will not guarantee an immediate response