

CUFDIG303A

Produce and prepare photo images

CUFDIG303A 2

Use digital camera to create photo images

CUFDIG303A 3

Edit photo images

CUFDIG303A 4

Prepare photo image assets

Photographic Design Brief – the School Planner

All students at <insert school name> are expected to have a school planner. It is considered an important means of communication and organisation for students. The planner is not a personal diary, but rather a tool to assist with study and homework. The planner contains important information on a number of school policies and procedures. It also contains study tips and organisational tools.

Often, prospective students will be given a copy of the planner, so it has a promotional aspect to it.

The school's Executive Officer is responsible for organising the planner each year. This includes the cover design and contents of the planner. In 2012, the printers/publishers of the planner have offered the school the opportunity to use full colour on the cover of the planner. Consequently, the Executive Officer is calling for design submissions from students.

The Brief:

- 1)** Cover size is 24.5 cm by 17.5 cm.
- 2)** Design must include school name - <eg AHS or Any High School or Any HS>.
- 3)** It must also include some indication of the year - 2012 or 12 or twelve - numerals or text.
- 4)** It must include the school logo in some form.
- 5)** This year, the school would like the planner cover to include photographs showing the varied activities, facilities and opportunities our school offers. You can also incorporate drawings and scans into your design, if you wish, but the focus should be on digital photographs.
All images/photographs must be your original work or have signed clearance to use another student's work eg. if you wanted to include a scan of a piece of work done in Art by a year 7 student, you would need to get signed clearance to use the work. See <> to discuss the school policy on Use of Student IP and ensure the relevant paperwork is completed.
If your photographs include people who can be identified, you must speak to <> and seek her assistance in gaining clearance for the photos to be used. This can sometimes be a lengthy process, so you may prefer to take photos in a particular way or manipulate your images so there are no privacy issues.
- 6)** Use a school camera to take at least 6 photographs for this brief. However, the number you use in your design is up to you. Remember you are aiming to represent the best parts of the school and, thereby, attract new students. You will need to organise times and locations for your shoots. Record the settings used for each photo.
- 7)** Before you use the camera you need demonstrate correct procedures for loading and operating the camera.
- 8)** Document the design process in your Visual Diary including research, inspiration, experimentation, concept development and the drafts for 2 possible designs.
- 9)** Consult with a least 4 students of different year levels to try and determine what the students would like. You must explain your final choice...then create it.

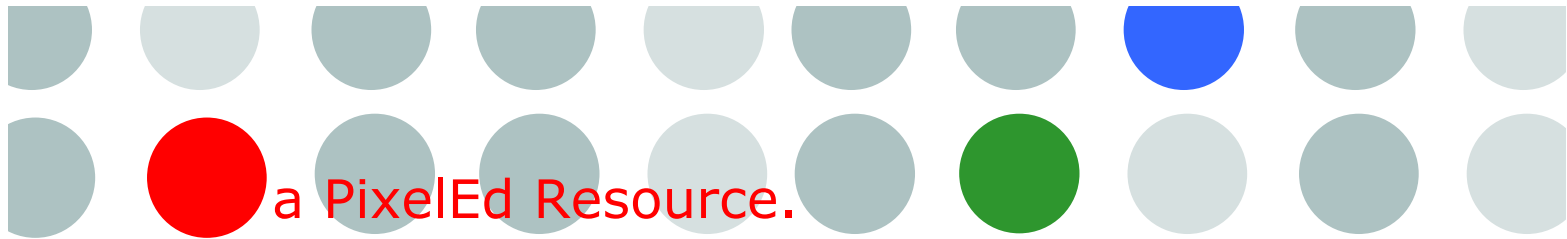
a PixelEd Resource.

10) Use Photoshop and/or Illustrator. You must save your image in the native format but also optimised for the web and as a pdf. So you will have 3 files of your design. Submit to drop box with a logical name.

11) There are no limitations on colour, however, the EO feels that designs based around the school colours of <eg blue, red and white> will be most appropriate.

12) Be aware that about 5 cm of the left hand margin is the spiral binding





Assessment Matrix

Aspect	Competent	Not Yet Competent	Feedback
Use digital camera to capture photo images	<input type="checkbox"/>	<input type="checkbox"/>	
Consult with relevant personnel to determine privacy and IP requirements	<input type="checkbox"/>	<input type="checkbox"/>	
Edit photo images	<input type="checkbox"/>	<input type="checkbox"/>	
Prepare photo image assets	<input type="checkbox"/>	<input type="checkbox"/>	

Overall- Competent / Not Yet Competent