Capturing Photographs

MMPCP 401

CAPTURE PHOTOGRAPHS

Competence

RQF Level: 4

Learning Hours

70

Credits: 7

Sector: ICT and Multimedia

Trade: Multimedia Production

Module Type: Specific

Curriculum: TVET Certificate IV In Multimedia Production

Issued date: May 2023

Purpose statement	At the end of this module, the trainees will be equipped with necessary knowledge to preserve moments, evoke emotions, and convey stories through visual imagery for digital imaging, skills, and attitudes for Planning photo shoot, capturing photo, editing photo images, creating image composites and for organizing and exporting images.
Learning assumed to be in place	N/A

	Training delivery		100%	Assessment		Total 100%
Delivery modality	Theoretical content		30%	Formative assessment	30%	50%
	Practical work:		70%		70%	
	● Group work and presentation	30%				
	● Individual work	40%				
				Summative Assessment		50%

Elements of Competency and Performance Criteria

Elements of competency	Performance criteria
1. Plan for photo shoot	1.1. Photography brief is accurately interpreted in consultation with relevant personnel
	1.2. The photography location has been meticulously scouted to ensure it meets the photography brief
	1.3. Photography plan is properly developed in accordance to the photography brief
	1.4. Photography equipment, accessories and props are appropriately selected in accordance to the plan and shooting conditions
2. Capture photos	2.1. Photography equipment and accessories are properly set up in response to the site considerations, photography brief
	2.2. Models and props have been properly positioned according to the photography brief

	2.3. Camera settings have been effectively adjusted to achieve desired exposure and depth of field outcomes
	2.4. Lighting has been effectively controlled to create intended moods and effects
	2.5. Composition techniques are effectively applied to create intended visual outcomes
	2.6. Photos are appropriately transferred to storage device or platform in accordance with safety and quality standards
3. Edit photos	3.1. Editing software and hardware are effectively configured according to editing requirements
	3.2. Photo colour, contrast, and brightness have been properly adjusted to achieve intended visual impact
	3.3. Photo imperfections been creatively removed while maintaining the integrity of the photo as per intended visual impact
	3.4. cropping and resizing properly adjusted to enhance the composition in accordance with the intended purpose
	3.5. Effects and filters are creatively applied while maintaining photo integrity as per intended visual impact.
4. Deliver photos	4.1. Photos have been adequately organised with consistent file names to make them easily accessible and retrievable.
	4.2. Photos have been appropriately optimised in accordance with the delivery specifications.
	4.3. Photos are properly exported meeting specified quality and technical requirements.
	4.4. Photos are suitably delivered using the client preferred delivery medium.
5. Maintain photography equipment and accessories	5.1. Necessary safety measures have been appropriately implemented in compliance with relevant safety regulations.
	5.2. Photography equipment and accessories have been properly inspected to ensure they are in good working condition.

	5.3. Photography equipment and accessories have been properly cleaned to meet hygiene and maintenance standards.
	5.4. Photography equipment and accessories are properly stored in accordance with the manufacturer's recommendations and workplace procedures.

Course content

Learning outcomes	**At the end of the module the learner will be able to:** - Plan for photo shoot - Capture photos - Edit photos - Deliver photos - Maintain photography equipment and accessories
Learning outcome 1: Plan for photo shoot	**Learning hours: 10**

- Introduction to Photography brief.

  - ✓ Description

    - ➕ Describe photography brief elements

    - ➕ Function Photography brief

  - ✓ Purpose
  - ✓ Subject
  - ✓ Style
  - ✓ Mood or Tone
  - ✓ Technical Requirements
  - ✓ Timeline and Deadlines
  - ✓ Budget and Resources
  - ✓ Apply Photography brief interpretation techniques.
    - ➕ Read the brief carefully
    - ➕ Ask for clarification
    - ➕ Identify the key messages
    - ➕ Think about the desired style and tone
    - ➕ Consider the practical aspects
    - ➕ Get feedback from the client
- Location Scouting.

  - ✓ Sign Location agreement
    - ➕ Permission
    - ➕ Insurances
    - ➕ Date and duration
    - ➕ Access and use
  - ✓ Identify the cost of renting the location
  - ✓ The lighting conditions
  - ✓ The availability of power
  - ✓ Checking availabilities facilities
  - ✓ Relevance of the requirements
  - ✓ Accessibility and logistical accessibilities considerations
- Development of Photography plan.
  - ✓ Identify target Audience
  - ✓ Concept and Theme
  - ✓ Preparation of shot List
    - Shot Number/Reference
    - Shot type
    - Shot Description
    - Angles of the shot

	Resources required for the learning outcome
Equipment	- Camera body - Lenses - Lighting equipment - Filters - Backdrops and props - GPS receivers - External flash unit - Studio lighting equipment - Backdrop and stand - Light modifiers (diffusers, reflectors, grids, etc.) - Gimbal - Computer - Printers
Materials	- Batteries and chargers - Memory cards - Ink and paper - Cleaning supplies - Light bulbs and flashes - Film - Adhesives - Print materials(Printer cartridges) - Camera lens filters - Disposable wipes and gloves - Lens filters (polarizer, ND, UV, etc.) - Gaffer tape - Cleaning cloths and solution - Gloves - Tripod - Reflector - Memory card reader - Remote shutter release button - Gray card

Tools	- Batteries and chargers - Memory cards - Ink and paper - Cleaning supplies - Light bulbs and flashes - Film - Adhesives - Print materials(Printer cartridges) - Camera lens filters - Disposable wipes and gloves - Lens filters (polarizer, ND, UV, etc.) - Gaffer tape - Cleaning cloths and solution - Gloves - Tripod - Reflector - Memory card reader - Remote shutter release button - Gray card
Facilitation techniques	- Demonstrations - Guided Practice - Peer Collaboration - Field Trips - Constructive Feedback - Reflection and Discussion - Guest Speakers and Experts - Online Resources and Tutorials
Formative assessment methods /(CAT)	- Written assessment - Performance assessment - Practical Assessment - Oral assessment

Learning outcome 2: Capture photos	**Learning hours: 25**

- Set up of Photography equipment and accessories.
  - ✓ Equipment set up
    - Cameras
    - Attach Lenses
    - Position of tripod
    - computers
  - ✓ Accessories set up
    - External Flash
    - Light modifiers
    - Filters
    - Memory cards
    - Batteries and charger
    - Camera bag
    - Cleaning kit
    - Remote shutter release
    - Light meter
    - Wireless triggers
    - Fix Camera strap
    - Rain cover
    - Camera remote control
    - External hard drive
- Position of models and props.
  - ✓ Models
    - Middle ground position
    - Fore Ground position
  - ✓ Props
    - Middle ground position
    - Fore Ground position
    - Background position
- Setting camera
  - ✓ Camera modes
  - ✓ Control exposure triangle
    - Aperture (f-stop)
    - Shutter Speed
    - ISO
  - ✓ Exposure Compensation
  - ✓ Metering Mode
  - ✓ Focus Mode
  - ✓ White Balance
  - ✓ Picture profile
- Controlling lights
  - ✓ Studio Lights
    - Strobe lights
    - Continuous lights
  - ✓ Check Modifiers and Accessories
    - Soft boxes
    - Umbrellas
    - Reflectors

Resources required for the learning outcome	
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Materials	- Batteries and chargers - Memory cards - Ink and paper - Cleaning supplies - Light bulbs and flashes - Film - Adhesives - Print materials(Printer cartridges) - Camera lens filters - Disposable wipes and gloves - Lens filters (polarizer, ND, UV, etc.) - Gaffer tape - Cleaning cloths and solution - Gloves - Tripod - Reflector - Memory card reader - Remote shutter release button - Gray card

Tools	- Batteries and chargers - Memory cards - Ink and paper - Cleaning supplies - Light bulbs and flashes - Film - Adhesives - Print materials(Printer cartridges) - Camera lens filters - Disposable wipes and gloves - Lens filters (polarizer, ND, UV, etc.) - Gaffer tape - Cleaning cloths and solution - Gloves - Tripod - Reflector - Memory card reader - Remote shutter release button - Gray card
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Learning outcome 3: Edit photos	Learning hours: 15
Indicative content	

- Installation of photos editing software

  - ✓ Based on Operating system
  - ✓ Software features
  - ✓ Check hardware requirements
    - Processor (CPU)
    - RAM (Random access memory)
    - Storage
    - Graphics card
  - ✓ Monitor Calibration
    - Color profile
    - Brightness
- Adjustments Colour, contrast and brightness of photo.
  - ✓ Color Adjustments
    - White balance
    - Saturation
    - Hue
    - Color grading
  - ✓ Contrast Adjustments
    - Tone curve adjustments
    - Local contrast enhancement
    - Dodge and burn
  - ✓ Brightness Adjustments
    - Exposure adjustment
    - Highlights and shadows
    - Graduated filters or adjustment brushes

- Removal of Photo imperfections.

  - ✓ Dust and Scratches
  - ✓ Blemishes and Skin Imperfections
  - ✓ Teeth Whitening
  - ✓ Noise Reduction
  - ✓ Object Removal
- Enhancing photo composition.
  - ✓ Cropping
  - ✓ Resizing
- Application of effects and filters.
  - ✓ Different effects and filters
    - Black and white
    - Vignette
    - color
    - Lens flare
    - Grain and texture
    - Blur and bokeh
    - Split toning
    - HDR (High Dynamic Range
    - Distortion and warp
    - Noise reduction

Resources required for the learning outcome	
Equipment	- Camera body - Lenses - Lighting equipment - Filters - Backdrops and props - GPS receivers - External flash unit - Studio lighting equipment - Backdrop and stand - Light modifiers (diffusers, reflectors, grids, etc.) - Gimbal - Computer - Printers
Materials	- Batteries and chargers - Memory cards - Ink and paper - Cleaning supplies - Light bulbs and flashes - Film - Adhesives - Print materials(Printer cartridges) - Camera lens filters - Disposable wipes and gloves - Lens filters (polarizer, ND, UV, etc.) - Gaffer tape - Cleaning cloths and solution - Gloves - Tripod - Reflector - Memory card reader - Remote shutter release button - Gray card

Tools	- Batteries and chargers - Memory cards - Ink and paper - Cleaning supplies - Light bulbs and flashes - Film - Adhesives - Print materials(Printer cartridges) - Camera lens filters - Disposable wipes and gloves - Lens filters (polarizer, ND, UV, etc.) - Gaffer tape - Cleaning cloths and solution - Gloves - Tripod - Reflector - Memory card reader - Remote shutter release button - Gray card
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Learning outcome 4: Deliver photos	**Learning hours: 10**
Indicative content	

- Photos organisation

  - ✓ Introduction to Photo Organization
    - File Naming and Folder
    - Metadata
    - Backup and Storage
    - Sorting and Rating
    - Albums or Collections
    - Regular Maintenance
  - ✓ Preparing for Photo Organization
    - Folders and files management

  - ✓ Photo Organization tools that organise photos

    - Adobe light room

    - Apple Photos

    - Google Photos

    - Microsoft Photos

    - DigiKam (open-source photo editing and organization software)

  - ✓ Sorting and culling

  - ✓ Back up options

    - Offline

    - Online

  - ✓ Photos archiving

- Optimisation of photos

  - ✓ Changing the image format

  - ✓ Reducing the image resolution

  - ✓ Using a compression tool

- Delivering photos methods
  - ✓ Physical Media
    - Prints
    - Media

  - ✓ Digital Delivery
    - Cloud storage
    - Social media
    - Email

- Photos exportation and technical requirements.
  - ✓ Introduction to Photos Exportation
  - ✓ File Formats for Exporting Photos
  - ✓ Resizing and Resolution
  - ✓ Color Spaces and Profiles
  - ✓ Compression and Quality Settings
  - ✓ Specify folder destination and naming convention

Resources required for the learning outcome	
Equipment	- Camera body - Lenses - Lighting equipment - Filters - Backdrops and props - GPS receivers - External flash unit - Studio lighting equipment - Backdrop and stand - Light modifiers (diffusers, reflectors, grids, etc.) - Gimbal - Computer - Printers
Materials	- Batteries and chargers - Memory cards - Ink and paper - Cleaning supplies - Light bulbs and flashes - Film - Adhesives - Print materials(Printer cartridges) - Camera lens filters - Disposable wipes and gloves - Lens filters (polarizer, ND, UV, etc.) - Gaffer tape - Cleaning cloths and solution - Gloves - Tripod - Reflector - Memory card reader - Remote shutter release button - Gray card

Tools	- Batteries and chargers - Memory cards - Ink and paper - Cleaning supplies - Light bulbs and flashes - Film - Adhesives - Print materials(Printer cartridges) - Camera lens filters - Disposable wipes and gloves - Lens filters (polarizer, ND, UV, etc.) - Gaffer tape - Cleaning cloths and solution - Gloves - Tripod - Reflector - Memory card reader - Remote shutter release button - Gray card
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Learning outcome 5: Maintain photography equipment and accessories	**Learning hours: 10**
Indicative content	

- safety measures Implementation of photography equipment and accessories
  - ✓ Introduction to Safety in Photography
    - Electrical Safety
    - Tripod Safety
    - Lighting Equipment Safety
    - Camera Safety
    - Accessories Safety
  - ✓ Protection of photography equipment and accessories
    - Keep your equipment and accessories clean
    - Store your equipment and accessories in a cool, dry place
    - Back up your photos regularly
  - ✓ Maintenance of photography equipment and accessories
- Inspection of Photography equipment and accessories
  - ✓ Camera Body Inspection
    - External Inspection
    - Sensor Inspection
    - Mount Inspection
    - Mirror and Shutter Inspection

  - ✓ Lens Inspection
    - Clean the Lens
    - Visual Inspection
    - Check Autofocus and Manual Focus
    - Aperture Inspection
    - Image Quality Assessment
    - Test Zoom and Stabilization
    - Lens Caps and Hoods

  - ✓ Inspecting the batteries
    - Clean Contacts
    - Check Expiration Dates
    - Capacity Testing
    - Store Properly
    - Dispose of Old or Damaged Batteries

  - ✓ Tripod and Mounting Equipment
  - ✓ Lighting and Flash Equipment
  - ✓ Additional Accessories
- Cleaning Photography equipment and accessories
  - ✓ Camera Body Cleaning
  - ✓ Lens Cleaning
  - ✓ Cleaning Camera Filters
  - ✓ Cleaning Camera Bags and Cases
  - ✓ Cleaning bag exteriors and straps
  - ✓ Cleaning Camera Tripods and Supports
  - ✓ Cleaning Camera Accessories
  - ✓ Cleaning Photography Studio Equipment
- Storing Photography equipment and accessories
  - ✓ Understanding Manufacturer's Recommendations

	Resources required for the learning outcome
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Integrated/Summative assessment

Integrated situation

Digital Arts Hub (DAH) is a photography portfolio website located in Kigali city needs to hire an experienced photographer specializing in outdoor adventure photography that will Plan for photo shoot, Capture photos, edit photos, deliver photos and maintain photography equipment and accessories . Now you have been hired as a professional photographer to capture high-quality photographs of a group of athletes during the "Tour du Rwanda 2023" in order to overcome their previous failure on the **"Tour du Rwanda 2022"** . Your task is to capture and edit 5 compelling photographs that highlight the essence of the event and tell a story. Tools, equipment and accessories are provided. The final edited photos must be submitted to the company within 5 Hours.

Resources

Tools	• Cleaning supplies • Light bulbs and flashes • Disposable wipes and gloves • Gaffer tape
Equipment	• Camera body • Lenses • Lighting equipment • Filters • Studio lighting equipment • Gimbal • Computer • Printers
Materials/ Consumables	• Batteries and chargers • Memory cards • Ink and paper • Light bulbs and flashes • Print materials(Printer cartridges) • Lens filters (polarizer, ND, UV, etc.) • Tripod • Reflector • Memory card reader

Assessable outcomes	Assessment criteria (Based on performance criteria)	Indicator	Observation		Marks allocation
			Yes	**No**	
1. Plan for photo shoot	1. Interpretation of Photography brief	Photography brief interpretation techniques are applied			2
	2. Scouting the photography	Potential locations are scouted			2

	location	Location agreement is signed			2
		Availabilities facilities are checked			2
		Relevance of the requirements are scouted			2
	3. Development of Photography plan	Shot list is prepared			2
		Target audience is identified			2
		Creative team is prepared			2
		Contingency Plan is drafted			1
	4. Selection of Photography equipment, materials and accessories	Camera is selected			1
		Lens is selected			2
		Lens filters are selected			2
		Tripod/ monopod is selected			2
2. Capture Photos	1. Setting up Photography equipment and accessories	Camera is set up			5
		Lens is well attached on			3
		Tripod is properly positioned			2
		Flashes are set up			1
		Computer is set up			2
		Straps are fixed			1
	2. Position of models and props	Models are well positioned			2
		Props are well positioned			2
	3 Camera setting	Camera mode is selected			2

		Triangle of exposure light settings are controlled			5
		White balance is set			5
		Focus is well controlled			2
		Picture profile is selected			2
	4. controlling lights	Light is well controlled			2
		Light Stands and Mounts are checked			1
	5. Photos Composition techniques	Rule of Thirds is well composed			1
		Frame is well framed			1
		Subject/objects are well arranged			1
		Balance is performed			1
	6. Transferring Photos	Storage medium are verified			1
		Transferring methods are used			1
3. Edit Photos	1. Installation of photos editing software	Operating system computability is checked			2
		Software features is checked			2
		Hardware requirements are checked			2
	2. Adjustments Colour, contrast and brightness of photo	Color adjustments			1
		Contrast Adjustments			1
		Brightness Adjustments			1
	3. Removal of Photo	Dust and scratches are removed			2

	imperfections.	Blemishes are well removed			2
		Teeth are well whitened			2
	4. Application of effects and filters	Effects are applied			1
		Filters are controlled			1
4. Deliver photos	1. organisation of Photos	Files and folders are managed			1
		Sorting is properly performed			1
		Culling is performed			2
	2. Optimisation of photos	Compression is performed			1
	3. Delivering photos methods	Physical media are used			1
		Digital delivery is used			1
	4. Photos exportation and technical requirements	Expected file format is respected			1
		Web resolution is respected			1
5. Maintain photography equipment and accessories	1. Safety implementation	Equipments are well protected			1
		Materials are well protected			1
	2. Cleaning Photography equipment and accessories	Equipments are cleaned			1
		Accessories are cleaned			1
	3. Storing Photography equipment and accessories	Equipments are kept after the use			2
		All accessories are kept after the use			2
Total marks					.....
Percentage Weight age					100%
Minimum Passing line % (Aggregate): 70%					

References

1. (Bunny McBride; Harald E. L. . (December 8, 2010). *"The Art of Photography".* California: Prins.

2. Bunny McBride; Harald E. L. Prins. (2000). *Spirit Capture .* california: University of California Press.

3. Dewis, G. (2014). *The Photoshop Workbook: Professional Retouching and Compositing Tips, Tricks, and Techniques.* San Francisco, California: Peachpit Press.

4. Earnest, A. (2010). *The Digital Photographer's Guide to Light Modifiers: Techniques for Sculpting with Light.* Buffalo, New York, United States: Amherst Media, Inc.

5. Hugh E. Williams, David Lane. (2005). *The DAM Book: Digital Asset Management for Photographers.* Sebastopol, California: O'Reilly Media.

6. Kelby, S. (2018). *The Flash Book.* Santa Barbara: Rocky Nook.