



UNIVERSITY OF
LINCOLN

Department of Computing & Informatics

Assessment Package Briefing Document

DOCUMENT STATUS : Subject to Moderation by External Examiners

Title: CMP1014 Creative Technologies

Indicative Weighting: 10%

Learning Outcomes:

On successful completion of this assessment package a student will have demonstrated competence in the following areas:

- [LO1] capture and source still and moving imagery;
- [LO2] list the visual and technical qualities of a range of still & moving images;
- [LO4] use post-production software to manipulate still & moving images;

Introduction

Producing images for BigStockPhoto.com

The problem

Form Agency Groups & Individually Register with BigStockPhoto.com

In your workshop you should have formed groups of 3-4. Each group will work as an image agency producing images within one or two themes. Individually you need to register with BigStockPhoto.com, read the tutorial guide and complete the on-line test.

Study the site. What images sell? What technical and visual qualities do they have? Adopt these techniques within your images. If you are successful you could receive payment from the site.

Capture a Series of Images with a Digital Camera

Use a digital camera to capture a range of images from within your groups theme(s). Select four of these images for further development in post-production and eventual submission to BigStockPhoto.com

Post-Produce your Images

Post-produce your images in Photoshop. Consider the advice of the website – saturation, sharpness, cropping, compression etc. You may wish to consider combining images or removing backgrounds.

Individually Submit your Images to BigStockPhoto.com

Individually submit your 4 selected images to BigStockPhoto.com. These images should be carefully categorised and tagged. All release forms should be submitted for images that include models.

Record all your Photographic Material on CD

Please read submission guidelines.

Record your Interpretation of the Brief on your Blog

Your blog should discuss your interpretation of this assignment. You should focus on both the process (how you completed the task), whilst being analytical and reflective (reviewing what you produced, discussing what you were trying to achieve).

You should illustrate your blog with image material. This should show how your interpretation of the brief developed over the assessment.

Submission Guidelines

We should submit all of your photographic material on a labelled CD (name, enrolment number, your BigStockPhoto.com log-in, degree course, unit title & code) in a plastic sleeve to the Deans Office.

The CD should contain all your original photographed images in one folder. Another folder should contain your four selected images (as original camera images, Photoshop files and post-produced jpeg files) that you uploaded to BigStockPhoto.com

Your blog will be read up to the submission date. If you have opted not to complete a blog then you should submit a word processed and illustrated production log.

This unit is graded using a criterion reference grid. You should be clear in your understanding of the grading principles; if you are not, please seek the advice of the unit co-ordinator.

Hand In Instructions

The deadline for submission of this work is presented in the Departmental Hand-in schedule as presented on the student notice board on the Virtual Campus. An appropriately completed front sheet must be included with your submission of this work.

DO NOT include this briefing document with your submission.