

EDUCATIONAL ACHIEVEMENT UNIT/LEARNING RESULTS UNIT			
Name of Field/ Qualification	82 – 41 – M/02 Photography and New Media		Level EQF 4
Name of Unit of Learning Outcomes/Outcomes of Learning <i>Explanatory Notes: Learning outcome/outcome of learning = a complex part of the qualification comprising of a set of learning outcomes, each being “acquirable” and assessable on its own</i>	Advertising Photography – Beverage Assignment: Create a series of studio advertising still lifes for an existing soft drink brand Aim: Creation of a set of 5 advertising photographs useable as a full-page ad in a magazine or on a flyer Execution schedule: <ol style="list-style-type: none"> 1. Assignment of the exercise - clarification of the aim 2. Preparation – props, lights, equipment, studio 3. Execution – photography 4. Post-production 5. Graphic processing – logo, font 6. Presentation of photos / submission digitally on USB/disk etc. 		
Anticipated duration of execution:	<ul style="list-style-type: none"> • 12 hours (3 days) – Theory teaching, practice and verification of acquired knowledge, skills and competences <i>Explanatory notes: The proposed number of hours and days is only indicative. The host school can adapt the timetable to the current needs of the students and the possibilities of the school.</i>		
Expected results / learning/education achievements are divided into:			

<p style="text-align: center;">Knowledge</p> <p><i>(Knowledge acquired in the course of education, learning or experience, acquired and comprehended information (facts, theories, procedures, etc.), general or professional (factual).)</i></p>	<p style="text-align: center;">Skills</p> <p><i>(The motor/intellectual ability of an individual to apply knowledge, materials, means and tools in practice (e.g. when performing a certain specific activity).)</i></p>	<p style="text-align: center;">Competences / level of independence and responsibility and social skills</p> <p><i>(Such mental/sensory/motor qualities/characteristics of an individual as are a necessary prerequisite for the use of acquired knowledge and skills for the good performance of the required activity in a certain environment (work, study, personal) and under certain circumstances, e.g. interaction with people.) https://www.narodnikvalifikace.cz</i></p>
<p>Student knows:</p> <ul style="list-style-type: none"> • Basic principles of still life composition and advertising still life • Technical possibilities of the technology used • Working with artificial lighting in the studio • Rules for lighting glass (translucence, reflections) • Post-production 	<p>Student is able to:</p> <ul style="list-style-type: none"> • Choose suitable objects for advertising still life photography (suitable glasses, fruit, other components) • Set up the lighting for working with glass (Working with a diffusion surface, softboxes, etc.) • Work with artificial bulb/flash lighting • Use Adobe Photoshop, and if necessary create a composite image using several shots • Add a logo or lettering to the photo 	<p>Student demonstrates/masters:</p> <ul style="list-style-type: none"> • Work with lighting technology in the studio • Editing in Adobe Photoshop • Independence • Analyzing and solving problems • Flexibility, ability to improvise • Communication skills with cultured verbal expression • Organizing and planning work • Ability to present ideas, analyze and solve problems <p><i>Key: Level of accomplishment: E - elementary A - advanced H - high</i></p>
<p>Expected results of the learning/education – knowledge, skills, competences/level of independence and responsibility:</p>		
<p>The travel program participant:</p> <ul style="list-style-type: none"> • Chooses a suitable drink, plans 5 different photos for different variants of the drink (Different flavors, fruits, etc.), draws a sketch or 		

describes the plan

- Prepares props for photographing of individual shots (Suitable glasses, straws, fruit, decorations)
- Photographs individual advertising still lifes so that the set of photos is stylistically uniform (advertising campaign for one brand)
- Edits the photos in Adobe Photoshop, and adds a logo or a simple slogan to photos

Verification of the results of the learning/education unit

Presentation of work, submission in digital form

Showing of the correctly accomplished: result/output of the learning/education unit

