SKSPI01
Understand the photo imaging sector in the UK and its opportunities

Overview

This Standard involves finding out about the photo imaging industry in the UK, identifying the various different inter-related sectors of which it is made up, and understanding how changing technologies and media convergence are blurring the distinctions between these sectors.

It is about understanding the key skills needed by those working in photo imaging, and developing your own visual literacy - learning the language and conventions of photography and understanding the many purposes for which photo images are used.

It also involves developing an appreciation of the wide range of employment and business opportunities in photo imaging, and how different roles fit into the overall picture.

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Performance criteria

You must be able to:

P1   demonstrate an understanding of the different sub sectors of the photo imaging industry, and the business and job opportunities they present

P2   research the various functions and jobs in photo imaging – and the knowledge and skills expected in different roles

P3   provide evidence of your interest in and commitment to the industry

P4   offer creative visual ideas for different forms of image capture

P5   offer a considered critique of different forms of photographic image in different media and on different platforms demonstrating visual literacy

P6   maintain up-to-date knowledge of technological developments in photo imaging and their impact on industry practice

P7   maintain up-to-date awareness of professional developments and trends, creative ideas and techniques and best practice in photo imaging

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Knowledge and understanding

You need to know and understand:

K1   the structure of the photo imaging industry in the UK – and its different sub sectors

K2   the wide range of related business and job opportunities within photo imaging

K3   the range of functions and roles within photo imaging

K4   the extent of freelance working within the industry and its implications

K5   the essential skills required of those who work in the industry – and its sub-sectors

K6   the basic visual language and conventions of photography

K7   the essential elements of a photo image

K8   how images are used in different areas of the photo imaging industry in both printed media and online

K9   the factors to consider when evaluating an image and whether its use is appropriate or effective for a given purpose

K10 how changing digital technologies have affected and continue to affect practices in photo imaging

K11 how your role relates to that of others, and how to work collaboratively

K12 the key organisations, major employers, industry and professional bodies related to photo-imaging and their differing roles

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