

APPRENTICESHIP STANDARD: PHOTOGRAPHER

Typical Job Roles: Photographer, Photographic Technician, Photographic Publishing (Photo Librarian or Photo Archivist)

Duration: 15 – 18 months

Level: 3

Occupational profiles

The Photographer role involves carrying out skilled work in the photographic industry utilising common photographic knowledge and skills. The knowledge and skills can equally be applied to whatever means and methods are used in the workplace to generate, print or publish a photographic image. Whilst the majority of photographic imagery is produced digitally, the use of photographic film and silver based prints are still used in specialist businesses. On completion of this apprenticeship, apprentices may move into further and higher education, or secure employment in the respective sector of the photographic industry. This is a core and options apprenticeship with three optional occupational /role areas:

Option 1: A Photographer generates the original imagery and is employed across a wide range of areas, for example: social, commercial, government, scientific departments and specialist applications. They can work in indoor studios as well as outside locations using digital or film cameras; producing stills or video imagery for a wide range of uses.

Option 2: A Photographic Technician will typically work in a commercial photo finishing business, high street minilab or in-house processing centre. Their work involves producing prints from customer supplied digital imagery. Some staff working in specialist areas will be responsible for processing and printing imagery from photographic films using non-digital equipment.

Option 3: A person working in Photographic Publishing (typically a Photo Librarian or Photo Archivist) will be concerned with preserving, cataloguing and providing imagery which are used for reproducing in a wide range of publications as well as other commercial uses. Although they do not produce imagery they must have an understanding of the knowledge and skills which created the image in order for them to fulfil their customer brief.

Entry requirements:

Businesses will set their own entry requirements. Apprentices will need to achieve Level 2 qualifications in English and Maths prior to the End Point Assessment if not already achieved.

Standard Review:

This Standard will be reviewed in 3 years or when significant change is required.

CORE SKILLS & KNOWLEDGE

Work Aspect	Core Skills (all options): A Photographer will be able to:	Core Knowledge (all options): A Photographer will know and understand:
Health & Safety	<ul style="list-style-type: none"> Comply with relevant legislation and guidance including health, safety, COSHH, PPE and environmental issues in their workplace. 	<ul style="list-style-type: none"> Individual responsibilities towards health, safety, environmental hazards and how to recognise and action correct practices applied in their workplace.
Industry Awareness, Law & Regulations	<ul style="list-style-type: none"> Comply with legal and copyright issues according with the task specification. Embed key metadata information in your image files to avoid orphan work status. Obtain necessary permissions confirm all agreements in writing. Ensure model release or booking forms are correctly completed. Ensure that all licenses to use your work are issued in writing. Ensure that all paperwork is completed accurately and in full and that copies are kept and accurate records maintained. 	<ul style="list-style-type: none"> The range of functions, roles and skills within photo imaging. The key organisations and professional bodies related to photo-imaging. The different sub sectors of the photo imaging industry, and the job opportunities they present. Relevant sources of information for example trade publications / trade shows to help you keep your knowledge and skills relevant to your work up-to-date. The impact of technological and professional developments in photo imaging industry practice. Current legislation relevant to the photo imaging including that relating to: copyright and intellectual property, data protection, privacy and freedom of expression, defamation, model release, equality and discrimination, obscenity, official Secrets Act, trespass (photography only), property release, photography of children, rights and permissions, contracts, professional indemnity and public liability.
Maintain the Imaging Systems	<ul style="list-style-type: none"> Start up and close down imaging hardware following proper procedures. Follow workplace security procedures to check the system security, virus protection and file security Recognise any problems in the imaging system and resolve them where you can. Carry out housekeeping activities for example defragging the system to improve performance. 	<ul style="list-style-type: none"> The importance of maintenance activities. The importance of good housekeeping activities. How to make sure your imaging system is secure, virus and password protected. Colour management – hardware calibration and profiles. The principles of additive and subtractive colour theory.

Control the Digital Workflow	<ul style="list-style-type: none"> • Ensure that the digital imaging software is set up for efficient performance. • Ensure procedures are in place to maintain a history of all image files. • Ensure that system security and access procedures have been set up correctly. • Ensure that maintenance and servicing procedures have been set up correctly. 	<ul style="list-style-type: none"> • Your organisation's procedures relating to sending and receiving material. • How to set up and operate digital imaging equipment and software. • The key functions of the digital workflow. • How your organisation ensures computer security relating to viruses and password control.
Retouching of Images	<ul style="list-style-type: none"> • Determine the approach to be adopted in retouching the image(s) in agreement with the client. • Produce retouched images that clearly and accurately, meet the client's requirements. • Check the quality of the retouched images against client requirements and workplace standards. • Save the retouched image files in the correct format ready for outputting or storage. 	<ul style="list-style-type: none"> • The range of available industry standard software relevant to image retouching and how to use it. • Colour management – the reasons for and use of colour profiles and the calibration of monitors. • How to convert and manage file formats. • File compression methods and the significance of "lossy" or "lossless" compression.
Add Metadata to Digital Images	<ul style="list-style-type: none"> • Embed copyright and other metadata in images in standard image file formats. • Assign keywords to classify images including by content, topic and concept. • Ensure key metadata is preserved throughout the workflow to storage. 	<ul style="list-style-type: none"> • The importance of metadata in allowing for the search and proper identifications of stored images • The importance of effective descriptive metadata and keywording. • How to enter key metadata to store specific information.
	<p>Option 1 Core Skills: A Photographer will be able to:</p>	<p>Option 1 Core Knowledge: A Photographer will know and understand:</p>
Agree the Photographic Brief	<ul style="list-style-type: none"> • Agree with clients the purpose of the work, the deadline and the budget • Agree with clients the amount of flexibility in meeting the brief. • Recognise any Health and Safety issues likely to arise from the work. • Use the information gathered to evaluate and decide on the preferred approach to the task. • Ensure that the terms and conditions of any contract are mutually agreeable to your business or organisation and the client. 	<ul style="list-style-type: none"> • Your business or organisation's strategy and objectives. • How to evaluate and present the possible approaches in terms of the following: the clients' needs and expectations, how much can be achieved within the budget, aesthetic issues, including your own personal style, technical feasibility, the time and resources required, legal and ethical implications. • How to handle enquiries, questions, comments and complaints from clients.

<p style="writing-mode: vertical-rl; transform: rotate(180deg);">Undertake Photographic Tasks - working in indoor and outdoor locations, with people or objects</p>	<ul style="list-style-type: none"> • Identify the main characteristics of the task and decide what you want to emphasise in your images. • Select equipment and materials suitable for the task: end purpose of the imagery, locations and prevailing light conditions. • Assemble / dismantle equipment and, position safely. • Determine the camera settings and lighting arrangements to meet the task and adjust if required. • Take images that achieve the viewpoint, composition and point of focus. • Ensure that digital images files are backed-up during the assignment. • Record, clearly and accurately, any information required on the assignment. 	<ul style="list-style-type: none"> • How to safely handle, assemble, set up, operate and store photographic equipment in different environments and situations. • The causes of common faults in photographic equipment and user-permissible maintenance, fault-finding and minor repairs. • The principles of light, lenses and exposure and composition. • How to use available light including combinations of daylight, free-standing lights and camera mounted flash.
<p style="writing-mode: vertical-rl; transform: rotate(180deg);">Edit Audio Visual Imagery</p>	<ul style="list-style-type: none"> • Select footage emphasising the strongest images to meet the task. • Use industry standard editing software to edit audio to eliminate unexpected sounds and distortion. • Use industry standard editing software to edit the sequence of images considering misrepresentation. • Integrate music, sound and visual effects, or extra material from other sources. • Present the product in an appropriate style and format for the customer. 	<ul style="list-style-type: none"> • How to construct video sequences and edit points to tell a story with pictures. • What licences may be required with regard to copyright and use of music. • The basic concepts and techniques of audio and video editing. • How to operate a variety of industry standard editing systems and software. • Outputting the task in a format to meet the customer brief.
	<p>Option 2 Core Skills: A Photographic Technician will be able to:</p>	<p>Option 2 Core Knowledge: A Photographic Technician will know and understand:</p>
<p style="writing-mode: vertical-rl; transform: rotate(180deg);">Start up and Shut Down Laboratory Equipment</p>	<ul style="list-style-type: none"> • Check the condition of the equipment before start up and close down. • Resolve problems within your limits. • Process control strips, assess the results to control quality. • Maintain chemicals / inks to the type of equipment used. • If appropriate dispose of used chemicals in accordance with workplace and legal requirements. 	<ul style="list-style-type: none"> • How to safely set up and calibrate and maintain the equipment. • How to mix processing chemicals to manufacturers' instructions. • How to load processing chemicals or printing inks. • The principles and practice of process control (sensitometry, densitometry and other image evaluation tools). • Your business or organisation's targets for waste reduction.

Use Minilab Equipment to Print Images	<ul style="list-style-type: none"> • Calibrate and operate the minilab equipment to print the media according to the manufacturer's instructions. • Assess the processed imagery against client requirements and organisational standards. • Detect any defects identify the causes and within your limits rectify. • Forward the original material and prints for delivery or collection. • Record, clearly and accurately, all necessary data to meet your business or organisation's requirements. 	<ul style="list-style-type: none"> • The characteristics of sensitive media, e.g. digital, film and paper. • How to calibrate, control, set up and operate minilab equipment. • How to load printing paper into the minilab and resolve any difficulties. • The different types and size of digital media and film formats, with appropriate cropping techniques relative to output size and format required. • The causes of common faults in photography, minilab and machine processing and printing.
Print Photographic Images by Hand	<ul style="list-style-type: none"> • Set up the enlarger for the negative to be printed. • Asses the negative and select the most suitable grade of printing material. • Carry out test exposures to decide on the final enlarger settings. • Print the negative. • Detect any defects in the print – those due to faulty printing, processing, dust or other factors and reconcile. • Reunite the negative with the relevant orders and forward for delivery, collection or further process. 	<ul style="list-style-type: none"> • The operation of enlarging equipment and darkroom procedures. • The characteristics of light sensitive material, e.g. film and photographic paper – colour and B&W. • The principles of B&W and colour printing and how to control colour castes. • Types of cropping techniques and the principles of localised exposure control. • Common hand-printing faults and how they can be corrected.
	<p>Option 3 Core Skills: A person employed in Photographic Publishing will be able to:</p>	<p>Option 3 Core Knowledge: A person employed in Photographic Publishing will know and understand:</p>
Source Images	<ul style="list-style-type: none"> • Search for images from online image libraries and archives. • Discuss requirements with the supplier, and confirm terms before purchase. • Confirm that a contractual agreement including licensing exists between your business and the supplier. • Assess the quality of the image by use of properly calibrated image viewing technology. 	<ul style="list-style-type: none"> • The available sources of images and their relative advantages and disadvantages. • Different forms of search technology and software. • Your business or organisation's systems to record image data, including keywords. • The principles of archiving images, either analogue or digital.
Image Cataloguing	<ul style="list-style-type: none"> • Caption and keyword images to industry standards. • Analyse and interpret images to develop appropriate descriptions to provide information for the researcher. • Perform cataloguing according to assigned keywords and metadata. • Ensure that provision of access is appropriate to the level of user. 	<ul style="list-style-type: none"> • The different methods of cataloguing images and applying metadata. • The different types of controlled vocabulary including structured taxonomies. • Cataloguing requirements for both digital and analogue images. • How to operate your business or organisation's cataloguing and retrieval systems.

Storage & Preservation of Images	<ul style="list-style-type: none"> • Ensure images prior to being stored contain the keywords, captions, rights and descriptive technical metadata for future identification and retrieval. • Ensure that files are categorised and stored according to any existing standards. • Review system to ensure unused capacity is sufficient for future needs. • Where applicable, follow preservation procedures for images in accordance with the UK National Archive guidelines and/or organisational procedures 	<ul style="list-style-type: none"> • Your organisation's systems and procedures for archiving images. • The factors affecting decisions regarding storage of images (e.g. format, age, size, value). • Your organisation's archival and retrieval requirements and limitations. • The risk of obsolescence in terms of different preservation media and when these need to be updated or replaced.
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Core Behaviours
<ul style="list-style-type: none"> • Strong work ethic – motivated, proactive, committed, reflect on their practice. • Dependability and responsibility – punctual and reliable. • Positive attitude – constructive thinking, motivated to succeed. • Team player – work independently and interact effectively within a team. • Adaptability • Honesty and integrity – truthful, sincere. • Self-motivation – self-starter, proactive approach to tasks and manage their own development.