

WYNDHAM COLLEGE  
Visual Arts Faculty  
Yr 12 Wet Photography, Video &  
Digital Imaging



ASSESSMENT TASK - No. 4

## HSC PHOTOGRAPHIC Portfolio Submission

Weighting: 35%

Date Issued: Week 1; Term 3, 2018

Due Date: Week 7; Term 3, 2018

*On completion of this module you will be assessed on your ability to address Syllabus outcomes:*

M1, M2, M3, M4, M5 M6, CH1, CH2, CH3 CH4

Refer to Photography, Video and Digital Imaging course outcomes for further details.

---

### Content Focus:

The purpose of this assessment task is to:

- provide students with the opportunity to explore, understand, develop photographic practices and present their own conventions, styles and genres.
- develop a professional portfolio that represents the most successful photographs that have been taken throughout the past two years.
- develop and curate a series of personal photographic works that are suitable for a public exhibition.
- extend the students understanding of their own photographic practise.
- explore a variety of ways that photographic practice can be represented, curated and exhibited.

### The HSC Photographic Portfolio Submission

/100 marks

This task requires the completion of the following **two** parts:

#### Part 1: Your professional book portfolio

You are required to curate a final series of photographic works that illustrate your own image making in the final year of your HSC. Your final folio submission, in book form, will show evidence of the skills and techniques you have learnt during the photographic course.

You should **revisit** or **extend** some of your previous assessment work however; emphasis is on **constructing, exploring** and **developing** your own **personal style** with a series of unique photographic images which best represent you and your ideas.

**NOTE:** You may need to re-shoot photographic material that explores new ideas from previous assessment tasks. (What is it?, Portraiture, Temporal Accounts).

Images can be **further developed and manipulated in *photoshop and/or lightroom* etc.** with new experiments and ideas generated, developed and refined further etc. Consideration should be given to different compositional devices, framing approaches, experimental techniques and presentation. You should continue to explore the genres of photography as an art form.

You are to design the layout for your individual book. This includes the cover, contents, sizing and individual pages.

This submission will be presented in your designed “Blurb” book (created online – [www.blurb.com.au](http://www.blurb.com.au)), **with a carefully selected gallery of your selected images.** (other on line books are also OK to submit but please confirm with your teacher)

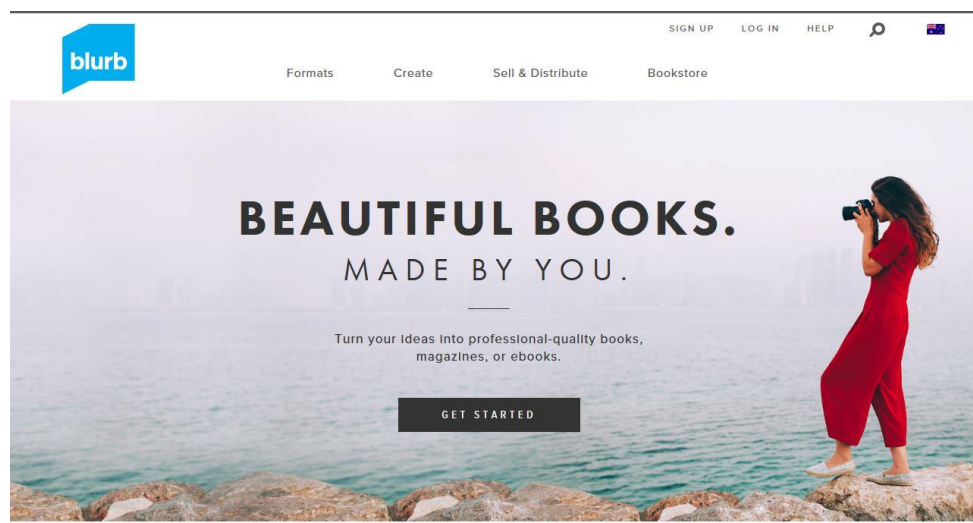
**\* You need to be aware of and allow for the minimum two week delivery time for your finished book.**



To get started:

**VISIT: <http://au.blurb.com/>**

- Log on to the Blurb website and download the “*Bookswright*” software (free). If you have the current version of Lightroom CC, “*Bookswright*” is part of this software.
- Look at the possibilities of book design and layouts within the “blurb bookstore” for your own inspiration
- Begin planning for the design, scale, quality and cost of your own book.



## Get Started with One of Our Free Tools

Blurb makes it easy for you to create any kind of book or magazine—in both print and digital formats—for yourself, to share, or to sell.



### BookWright

Blurb BookWright's easy-to-use features allow anyone to publish custom photo books, magazines, and novels in either print or ebook format.

[Learn More](#)

[Download starter templates](#)

DOWNLOAD BOOKWRIGHT



### Adobe InDesign Plug-In

Already use Adobe® InDesign®? Install the Blurb plug-in and automatically create Blurb-ready blank templates. You can even upload your project to your Blurb account without ever leaving InDesign.

[Learn More](#)

DOWNLOAD THE PLUG-IN



### Online Photo Books

Easily make a beautiful photo book online with pre-designed layouts, short captions, and photos—even images from your Facebook, Flickr, and Instagram accounts.

[Learn More](#)

MAKE A BOOK ONLINE

## Part 2: Your promotional poster & online gallery

**Using *Photoshop & Lightroom*.** You are to design and create an A3 graphic poster and logo that best promotes your photographic work and is suitable to a style that you acquire.

**The A3 poster must be visually interesting and have the following elements:**

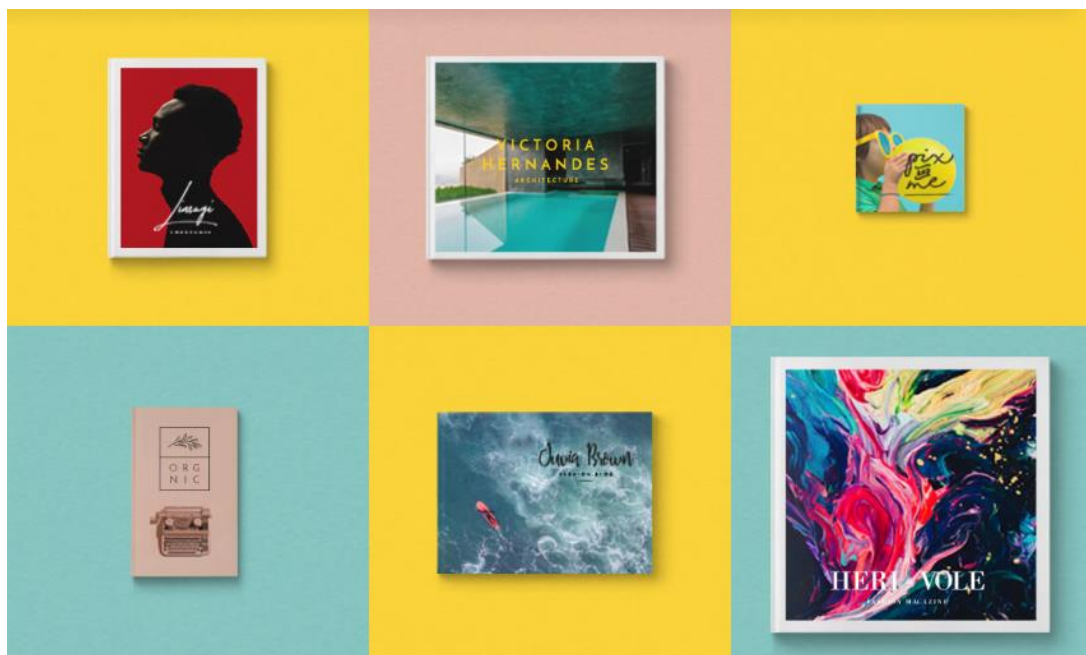
- Your Name and Email
- Business name (Can be your own name)
- Logo Design
- A short Statement describing your photographic practice
- A minimum of 6 images that best illustrates a variety of techniques you have demonstrated in photography. Remember to be creative in the arrangement of your photographs.
- **Show careful and considered layout that stylistically suits your practice.**
- **Save your work to a digital file that is sized to A3.**

Your logo can include:

- Your name and/or initials
- A simple graphic and or vector image that you create
- Elements from imagery you have photographed
- Size & scale: It may vary depending on its shape, but your logo needs to remain relatively small for the purpose of watermarking and general administration

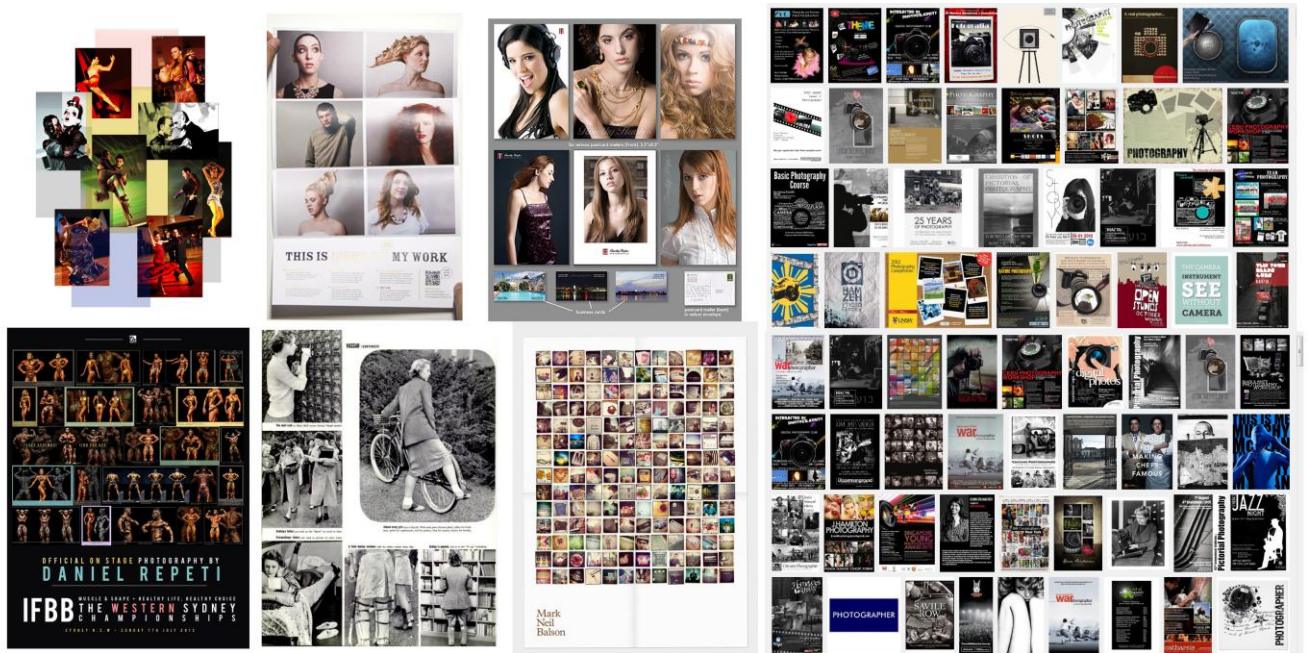
**The online gallery:**

- You are to create a gallery of your images with an online presence
- Curate a series of images that best reflects your photographic practice
- You can decide on the platform that suits you & should also be discussed with your parent/carer eg: your own website, *instagram* gallery, tumblr and any other online gallery source of your choice.
- Refer to a range of galleries which showcase particular photographers work





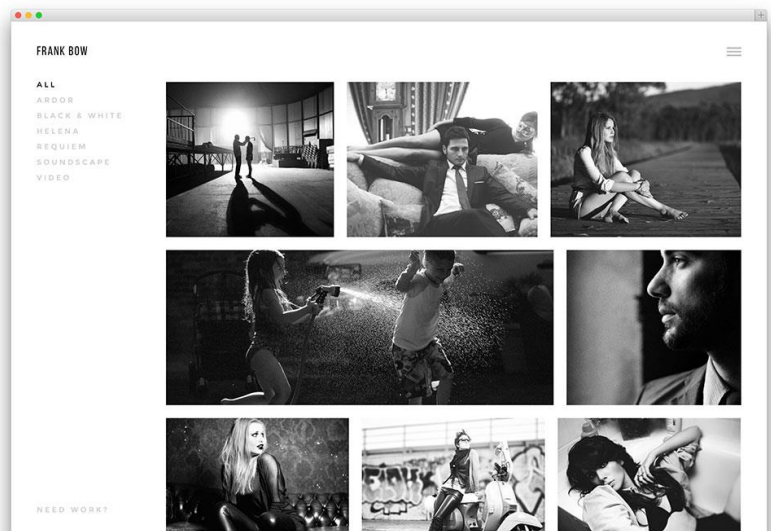
## Poster examples:



## Examples of Photography Logos:



## Online galleries:



## Assessment Cover Sheet

# HSC Portfolio Assessment

Wyndham College Visual Arts Faculty  
Photography, Video and Digital Imaging

Name: \_\_\_\_\_ Class: \_\_\_\_\_

Submission: The HSC Portfolio

Assessment Task No: 4 Mark: \_\_\_\_\_

	Criteria	Performance					
		Elementary			Excellent		
<b>/70</b>	<b>Portfolio “BLURB” book:</b>						
	HSC Portfolio Presentation	1	2	3	4	5	6
	Gallery of Images	1	2	3	4	5	6
	Layout + Presentation	1	2	3	4	5	6
	Curation, editing of images	1	2	3	4	5	6
	Techniques & technical accomplishment	1	2	3	4	5	6
	Personal Style	1	2	3	4	5	6
<b>/30</b>	<b>A3 POSTER, LOGO &amp; ONLINE GALLERY:</b>						
	Digital Gallery + Curation	1	2	3	4	5	6
	Layout + Presentation	1	2	3	4	5	6
	Technique + Style	1	2	3	4	5	6
<b>/ 100</b>							

Additional Comments:

---

---

---