KFE4Skills Pre-Competition Task 2020 – Photography

Preparation Activity

As part of the project you must provide the following evidence in a sketchbook.
This must be brought to the one-day event and will be scored providing 15% of your mark for the day.

A Research Sketchbook containing the following areas of investigation:

• Identify what tourism is and what attracts tourists (what are their interests)
• Research into the history of the relationship between photography and tourism
• Research into places of interest and how they use photography to showcase their work.

Expect to spend about 7 hours researching these topics and selecting the best examples you can find. Make notes throughout your research on key learning points and reasons for your choice.

Please ensure your sketchbook is labelled with your name, but does not have anything identifying the college.

On the Day Brief

All participants are invited to the college for a one day photography challenge where you will be briefed fully on the expectations of the task. Here you will be given a brief to test your existing skills and creative abilities.

Please bring with you a research sketchbook detailed below as this will prepare you for the challenge and will form 15% of your marks for the event.

You will have full access to the Adobe CC package. Participants can bring their own D-SLR camera, lenses and filters etc. but will be issued a blank SD card to shoot with. Please note that batteries and chargers will not be provided. Canon D-SLR cameras can be provided on request.

Competitors taking part in this competition should be able to demonstrate:

Concept: The ability to think and develop a concept from scratch.
Technical: Be able to use a D-SLR and relevant editing software professionally.
Communication: The ability to communicate your ideas both through analysis and visually.
Problem Solving: The ability to work to follow guidelines and answer a brief.
Organisation: The ability to present your work professionally, manage your time and processes.