

KFE4Skills Competition Spec – PHOTOGRAPHY V2

Note: For general competition rules and guidance see: <https://www.kentfurthereducation.org/skills-competitions-1>

Lead Brief Writer	Name: Mark Hill	Email: Rule5solutions@gmail.com
EKCG Industry Lead	Name: Ben Kidger	Email: ben.kidger@eastkent.ac.uk
MKC Industry Lead	Name: Stephen Lloyd	Email: Stephen.lloyd@midkent.ac.uk
NKC Industry Lead	Name: Rachel Letchford	Email: rachelletchford@northkent.ac.uk

	Section	Criteria Guidance	Confirmed Spec Criteria
1	Entry Criteria	Entrants must be in education and/or employment with training, at one of the KFE college organisations (EKC Group, MidKent College and North Kent College (including Hadlow College), and/or have completed or be undertaking a relevant Level 2 or 3 or above programme within the last 12 months.	
2	Entrant Numbers	Entrant number per college organisation vary depending on the specific industry round.	<ul style="list-style-type: none"> ○ Each college organisation (not campus) may register up to (2) students. ○ Confirmed max number of students in total: 6 <p>Entrants must be in education and/or employment with training, at one of the three KFE college organisations, and/or have completed or be undertaking a relevant Level 2 or 3 or above programme within the last 12 months.</p>
3	Competition Prep	This section describes preparation needed for this competition.	<p>Preparatory Brief</p> <p><u>An example competition brief is at Appendix 1. The 2023 Task brief will be given on the competition day and the thematic preparation will be updated by 3rd February 2023. Note that aspects of this competition may involve competitors going off-site, although this will be confirmed nearer the event date to enable necessary planning, risk assessment and other requirements to be met.</u></p> <p>The Photographic Industry is one that relies upon effective communication through a number of methodologies. Photographers use line, colour, composition and image retouching to achieve specific objectives. A firm understanding of these principles is essential to be a successful photographer as is a knowledge of historical and contemporary photographic practices.</p>

			<p>General guidance for preparatory work and live competition:</p> <ul style="list-style-type: none"> ○ This is an independent design task, and you will not have the luxury of being able to discuss the work with your client/tutors or fellow competitors. You will need to have faith in your ideas and will be working to produce resolved designs against a specified deadline. ○ An important aspect of the brief is design constancy and recognisability as well as the recycling of design elements. ○ You will not score any points if you do not submit any of the required elements, so ensure all sections of the brief are completed. ○ Your Pre-Competition submission is important, and you must have this with you on the day of the competition. ○ Take care with your work organisation; project planning is key to success along with being organised. ○ Create a folder for the project and save everything into it. ○ Clearly organise your work: imagine what would happen if someone took over your work. Make things clear for them. This will make work easy at the end when you submit your files for judging.
4	Core Competency	Summary of relevant education level industry competency.	<p>Competitors taking part in this competition should be able to:</p> <ul style="list-style-type: none"> ○ Research: The ability to research into relevant. ○ Technical: Be able to use photographic equipment and software professionally. ○ Communication: The ability to communicate your ideas both through analysis and visually. ○ Problem Solving: The ability to work follow guidelines and answer a brief. ○ Organisation: The ability to present your work professionally, manage your time and processes.
5	Duration	This is the time that the actual competition activity will take.	KFE4Skills arrivals on the day will be from 8:45am to 9:15am when competitors will sign-in at the registration desks.

			<p>Competitions will commence from 9:30am including any familiarisation period required by all competitors and especially for those for whom the venue and accommodation is not their home college site. All competitions should be completed by 3:30pm including all judging announcements of winners and awards ceremonies.</p> <p>These timings are provisional and will be reflected by the overall event schedule.*</p> <ul style="list-style-type: none"> ○ 8:45-9:15am - Arrival and event registration ○ 9.30-9:50am - Competitors familiarise and settle into studio space ○ 9.50-10.15am - Competition Briefing and Questions ○ 10.15-11.15am - Competition (1 hour) ○ 11.15-11.30 - Refreshment and Comfort Break ○ 11.30-12.30pm - Competition (1 hour) ○ 12.30–1:00pm - Lunch ○ 1.00-3.00pm - Competition (2 hours) ○ 3.00-3:15pm - Competition Ends - Work Collected in for Judging ○ 3.15-3:30pm - Awards and close
6	The Skills Competition Task Details	This section describes the skills competition task to be undertaken in detail.	<p>Pre-competition Submissions</p> <p>You are asked to compile a sketchbook which reflects an investigation into historical and contemporary advertising photography. This should identify rising visual trends in photography. The thematic content for this work will be confirmed in advance of the competition by 3rd February 2023. To help competitors prepare for the type of challenge expected an example of the prep brief and main competition focus is currently at Appendix 1. <u>This may differ for 2023.</u></p> <p>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.</p> <p><u>You must bring your sketchbook to the KFE4Skills Competition, and it should include:</u></p> <ol style="list-style-type: none"> 1. Descriptions and a moodboard of product photography for advertisement.

			<ol style="list-style-type: none"> 2. Research and analysis of the work of advertising product photographers, both historical and contemporary. You should discuss visual language and what you find inspirational about their work. 3. Consider and discuss how to approach product photography without access to a photographic studio. <p>Please ensure your sketchbook(s) is/are labelled with your name and the full correct name of your college.</p> <p>Your research submission will be assessed at the beginning of the competition and will be scored at 15% of your final marks.</p> <p>Live Competition Brief</p> <p><u>The specific content of the competition brief will be delivered on the day of the competition.</u></p> <p>Competing Students must bring their research sketchbooks for their personal use during the event. This is a real photographic challenge where the winning images could be used as part of a forthcoming advertising campaign.</p> <p>Kent Further Education (KFE) and its constituent colleges reserve the right to use any work produced during the competition for future purposes including promotion and PR of KFE4Skills. This may include its use on the KFE website and / or YouTube channel.</p>														
7	Marking & Assessment Requirements	This section provides the marking and assessment approach.	<p>Each competition module will be assessed and marked independently of any other competition activity, using objective and judgement criteria or a combination of both during each task.</p> <table border="1" data-bbox="864 1114 1693 1372"> <thead> <tr> <th>Task Skill</th> <th>Score</th> </tr> </thead> <tbody> <tr> <td>Research Project</td> <td>15%</td> </tr> <tr> <td>Contact sheet for images before post-production</td> <td>15%</td> </tr> <tr> <td>Contact sheet selection</td> <td>15%</td> </tr> <tr> <td>Retouching of work</td> <td>15%</td> </tr> <tr> <td>Outcomes</td> <td>40%</td> </tr> <tr> <td>Total</td> <td>100</td> </tr> </tbody> </table>	Task Skill	Score	Research Project	15%	Contact sheet for images before post-production	15%	Contact sheet selection	15%	Retouching of work	15%	Outcomes	40%	Total	100
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8	Judges & Marking	This competition benefits from college and external judges.	The KFE competition will use marking guides best suited to the industry event. An example scoring sheet is below at Appendix 1 .
9	Student Support Required	Detail if student helpers are required and how many per student undertaking the task.	<ul style="list-style-type: none"> ○ This category may feature additional students for example as models or subjects in photographic content. ○ These should also be registered on the KFE4Skills portal as they will also be issued a participation medal and will be named in the programme.
10	Resources	Detail any PPE or dress code requirements.	<p>Competitors are responsible for providing all consumable products and equipment needed for the competition.</p> <p>Competitors will need to bring in the object they intend to ‘advertise’, e.g., perfume bottle. Please note alcohol or dangerous objects, e.g., knives are not permitted on site. If you forget your product, a random product from a ‘mystery box’ will be offered to you.</p> <p>Equipment provided by the host College will include the following:</p> <ul style="list-style-type: none"> ○ Cameras: Canon 600D, 2000D, 1100D (or similar) ○ iMacs with Adobe CC Package (or similar) <p>Competitors ARE permitted to bring in their own D-SLR cameras, however blank SD cards will be provided on the day (please note CF cards will not be available). Competitors are responsible for ensuring they have enough battery charge for the duration.</p> <p>To make it fair for all competitors and due to time constraints, studio lighting will not be permitted, instead you will need to rely on your ability to adapt as a photographer in a tricky situation. You can use natural lighting / window lighting within the environment. Competitors are also permitted to bring in a single flash gun and reflectors of their own or borrowed from their own college to use as well as torches. Competitors are welcome to bring in additional props as part of their photographic shoot.</p> <p>A reminder to bring your preparatory sketchbook as part of the assessment.</p> <p>Competitors are advised to ensure the safety and security of their own devices and equipment. All personally owned equipment brought to the KFE competition is done so at the competitors’ own risk.</p>

11	Health & Safety	Confirmation that relevant health and safety checks and assurances are undertaken or are to be by each college locally where necessary.	See relevant risk assessments and additional competition round specific rules and guidance requirements.
12	Risk Assessment	Confirmation that relevant risk assessments have been or are to be undertaken locally where necessary.	<ul style="list-style-type: none"> ○ The host college must have completed a relevant risk assessment and filed this centrally for KFE4Skills. ○ Participating visiting colleges should complete risk assessments relevant to their event participation.
13	Competition Spec additional rules and requirements	Detail of additional specific rules and requirements for this competition spec.	<p>The following is in addition to the overall KFE4Skills General Rules & Guidance. A completed registration is a confirmation that a competitor has agreed to the rules and requirements of the competition.</p> <p>All electrical equipment must be PAT tested and labelled before using at the competition and all the supporting equipment must be fit for purpose.</p>

JUDGE MARKING SHEET – Photography (Example for adaptation)

Competitor	College	Preparatory Research (15%)	Contact Sheet (all imagery) (15%)	Contact Sheet (showing selection process) (15%)	Retouching (from contact sheet to finished product) (15%)	Outcomes (40%)	Total Score Out of (100)