

Dette er en oversettelse av den fastsatte læreplanteksten. Læreplanen er fastsatt på Bokmål

Laid down as a regulation by the Norwegian Directorate for Education and Training on 4 March 2008 as delegated in a letter of 26 September 2005 from the Ministry of Education and Research pursuant to the Act of 17 July 1998 no. 61 relating to primary and secondary education (Education Act) Section 3-4 first paragraph.

Valid from 01.08.2008

Valid to 31.07.2023



Utdanningsdirektoratet

Purpose

Developments in society have led to a greater need to use photography in daily communication, communicating the news, in advertising and for documentation. The growing use of images in more and more communication channels has strengthened the significance of the image in today's media society, where technological developments have led to approximation between photography and other disciplines.

Learning in Photography shall widen the apprentice's understanding of the discipline, where economy and quality of production are included as part of the subject. Learning in the subject shall contribute to understanding the significance of images as disseminating factors and means of communication at national and international levels in modern society, so very influenced by the media and its significance as bearer of history. Learning in the subject shall also lay the foundation for creative photographic solutions in line with ethical norms and current rules and regulations.

Learning in the subject shall give insight into the needs of clients and customers for different photographic solutions. It shall strengthen the apprentice's ability to work independently, and inspire entrepreneurship. Learning in the subject shall contribute to developing good work habits through varied and practical assignments and lay the foundation for higher education and specialisation within the subject.

Training completed and passed in the subject will lead to an examination for a Journeyman's Certificate in the trade. The professional title is Photographer.

Structure

Photography consists of four main subject areas. The main subject areas complement each other, and should be viewed in relation to one another.

Overview of the main subject areas:

Year level	Main subject areas			
Vg3 / In-service training at a training establishment	Image communication and photography	Image processing and knowledge of production	Finishing work and quality control	Administration, sales and economy

Main subject areas

The main subject area covers working on photographing assignments from idea to finished image. It deals with the selection of working methods, equipment and materials based on the type of assignment and the composition of an image based on the basic principles of composition. The main subject area also covers the use of professional terminology and working processes based on ethical norms and current rules and regulations for environment, health and safety.

The main subject area covers digital image processing and the use of different file formats, as well as calibration of equipment. The main subject area also deals with historic developments in photography.

The main subject area covers image production and presentation. The main subject area also deals with different archiving and storage systems for images, which ensure safe access to the images in the future.

The main subject area covers the business culture, organisation, business concept, marketing arenas, client groups, products, and services of the company where the apprentice shall fulfil his or her in-service training.

Basic skills

Basic skills are integrated into the competence aims for this course in areas where they contribute to the development of and are a part of the basic subject competence. In Photography, basic skills are understood as follows:

Being able to express oneself orally in Photography involves being able to elaborate on ethical, aesthetic and communicative problems and express one's experience of images. It also deals with being able to comment and evaluate one's own and others' images by using professional terminology.

Being able to express oneself in writing in Photography involves using a varied and precise language for quality control work for the various parts of the working process.

Being able to read in Photography involves reading, interpreting and understanding written text, images and other visual means of expressions with various levels of difficulty from numerous genres in different media. It involves comparing, systemising, analysing and evaluating information.

Numeracy in Photography involves being able to set up operation and production estimates for services offered, and understanding and being able to use the basics of calculating image resolution and file sizes.

Digital literacy in Photography involves being able to present images using digital tools. It deals with being able to use such tools to search for and exchange information, as well as photographing, preparing and completing digital image files for different objectives.

Competence aims

Image communication and photography

The aims of the training are to enable the apprentice to

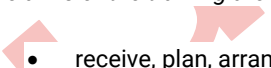
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- receive, plan, arrange and carry out a photographic assignment and evaluate the result
 - discuss the assignment's possibilities and limitations with the client, and elaborate on these
 - use cameras and camera equipment with different characteristics for different goals, and substantiate your choices
 - arrange or fix the lighting on motives to accentuate and fortify your message, and discuss and elaborate on the choice of lighting
 - use and explain white balance and the different characteristics and colour temperatures of your light source
 - use and substantiate your choice of photosensitivity based on photographing conditions
 - perform and explain photometry under different conditions, such as natural, artificial and direct or indirect light
 - use and explain the effects of focal length, diaphragm and shutter
 - compose and produce an image and explain the basic principles of composition in the image
 - elaborate on the ethical norms and rules for photographing and publishing images
 - discuss and elaborate on existing copyright rules and legislation
 - organise working conditions in an ergonomic manner, and prevent strain injuries
 - work in line with current rules and regulations for environment, health and safety

Image processing and knowledge of production

The aims of the training are to enable the apprentice to

- use and discuss software for image processing
- perform and explain calibration of computer equipment for stable image production
- perform and explain colour and contrast control, and use colour profiles with different digital output units
- use and discuss different file formats, resolutions and compressions based on different areas of use for an image
- give an account of historic developments in photography

Finishing work and quality control

The aims of the training are to enable the apprentice to

- use and substantiate your choice of equipment for posttreatment and finishing work based on the needs of the assignment
- use and substantiate your choice of materials for displaying and presenting image products
- use, discuss and elaborate on the different storage systems for protecting and keeping photographic material
- use, maintain and store production equipment

Administration, sales and economy

The aims of the training are to enable the apprentice to

- give an account of work tasks, routines, marketing and organising
- use and explain routines for quality control
- impart product knowledge to a client
- carry out an assignment as agreed, and give an account of factors that might influence a deadline
- prepare a budget for an assignment
- handle complaints and claims
- explain quality seen from the perspective of a rational and profitable business
- use and give an account of payment routines and credit ratings

Assessment

Provisions for final assessment:

Main subject areas	Provision
Image communication and photography	All apprentices shall sit for a Journeyman's Examination, which is normally carried out over a period of five working days.
Image processing and knowledge of production	
Finishing work and quality control	
Administration, sales and economy	

The provisions for assessment are stipulated in the regulations of the Norwegian Education Act.

Utgått