

**Photographic Assistant**  
**Level 3**  
**Apprenticeship Standard**  
**End- Point Assessment Plan**

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## 1. Introduction

This document sets out the requirements and process for the end-point assessment of the Photography apprenticeship. All apprenticeship standards must include an independent end-point assessment to check the apprentice's overall performance against the standard.

The document is designed for employers, apprentices, training providers and assessment organisations and should be read in conjunction with the Photographic Assistant (occupational areas Assistant Photographer & Photographic Technician) approved apprenticeship standard. The Standard contains two options within it: Assistant Photographer and Photographic Technician.

The Assistant Photographer option covers generating original photographic imagery, this can be done in studios, on location indoors or outdoors, and may involve the use of digital or film cameras. The Assistant Photographer will work with the customer/client to agree the photographic brief and to undertake the photographic tasks.

The Photographic Technician option covers photo finishing and processing of images. This involves producing prints from customer supplied digital or film content. The Photographic Technician will be responsible for setting up and using processing lab equipment and ensuring that the images produced meet quality standards and customer requirements.

The duration of the Photographic Assistant apprenticeship is typically 18 months depending on prior qualifications and relevant experience. This document does not seek to describe the process and roles and responsibilities within the delivery of the apprenticeship.

This assessment plan has been designed to ensure that:

- Apprentices meet the knowledge, skills, and behaviours as defined within the standard and are competent in the role.
- The end-point assessment is valid, reliable, appropriate, feasible and consistent.
- The process adds value to both the apprentice and employer.

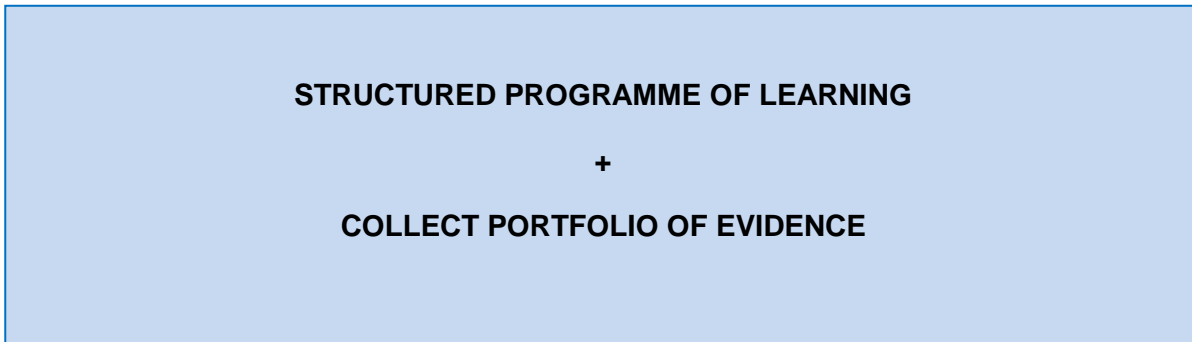
The approach to assessment has adopted the following broad principles;

- The assessment process will build on, and complement, the on-programme learning and development.
- It should encourage continuing professional development.
- It should position the apprenticeship as a starting point for a career and encourage apprentices to explore progression opportunities.

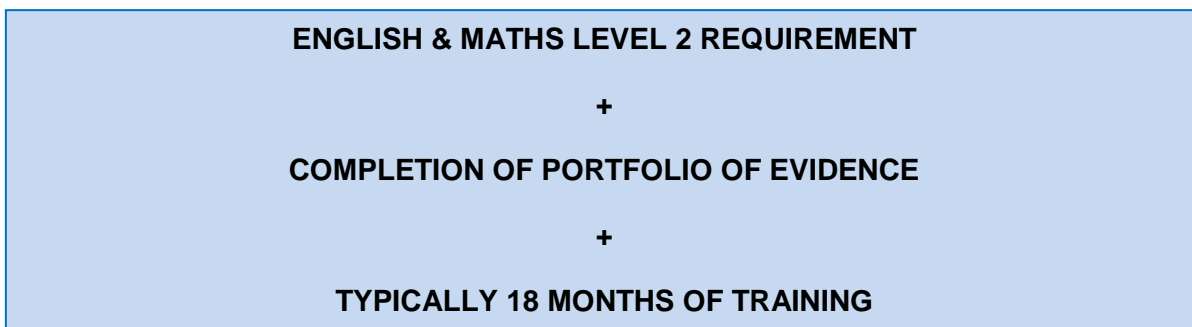
The end-point assessment must have independence and successful completion will lead to final certification of the apprenticeship and demonstrate that the apprentice is fully competent and can work safely and confidently as an Assistant Photographer or Photographic Technician.

## 2. Summary of apprenticeship journey

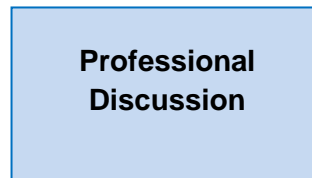
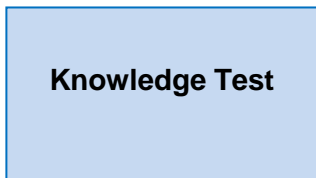
### On-program Activity:



### Assessment Gateway:



### End-point Assessment:



### 3. On-Programme Learning and Assessment

#### On-programme activities:

Activity	Timescale	Requirement
A recommended structured programme of learning and assessment typically for 18 months	Before the EPA	Recommended
Collection of a portfolio of evidence to provide the basis for the discussion during the Professional Discussion element of the End-point Assessment	Before the EPA	Mandatory
English & Maths at Level 2 Requirement	Before taking the end-point assessment	Mandatory

### 4. Readiness for the End-point Assessment (The Gateway Process)

The independent end-point assessment is holistic, that is, it takes an overview of an apprentice's competence. It is important, therefore, that this should only take place when the employer is confident that the apprentice has met all the knowledge, skills and behaviours as set out in the standard. Once the employer is satisfied the apprentice has demonstrated full competence and that all criteria of the standard have been met, the apprentice can progress to the end-point assessment via the apprenticeship gateway, which is a decision point.

Before an apprentice can pass through the gateway (decision point) for end-point assessment, they must, in addition to being competent across the knowledge, skills and behaviours required by the Photographic Assistant standard, have achieved Level 2 in English and Mathematics. For those with an education, health and care plan or a legacy statement the apprenticeship's English and Maths minimum requirement is Entry Level 3, and British Sign Language qualifications are an alternative to English qualifications for those whom this is their primary language.

An apprentice should not be recommended for end-point assessment until they are ready and remediation support should be in place for those who find it difficult to meet the minimum requirements. The Photographic Assistant apprenticeship standard reflects the needs of employers.

Successful completion of the apprenticeship will indicate recognition of competence in the role and enable progression to higher levels of development and professional recognition.

It is recommended that apprentices should build and demonstrate their competence throughout their apprenticeship via a structured programme of study.

The end-point assessment confirms the apprentice has met the requirements of the apprenticeship and has the breadth of knowledge, skills and behaviours as set out in the standard. It is recommended that quality assurance, on-going reviews and formative assessments are built into the programme of learning.

It is suggested that the process of setting up the End-point Assessment, as recommended and outlined in the table below, should begin around 3 months before the completion of the apprenticeship.

Timescale	Who	Activity
<b>On-programme</b>	Apprentice /Employer/  Training Providers on the ESFA register	<ul style="list-style-type: none"> <li>• Engage in a structured programme of learning and assessment.</li> <li>• Keep a portfolio of evidence of completed tasks in the workplace (e.g. logbooks of work completed, performance review records, learning/training evidence) covering competencies, behaviours and performance on occupational tasks</li> <li>• Review progress and ensure the apprentice is on track as part of regular tracking of progress</li> <li>• English &amp; Maths Requirement</li> <li>• Completion of portfolio of evidence</li> <li>• Employer and Training Provider to identify any gaps and produce a plan for the final 3 months</li> </ul>
<b>Up to 3 months prior to completion</b>	Employer	Employer to decide timing of the end assessment based on the outcomes of the on-program training and progress demonstrated in the apprentice's portfolio of evidence.
<b>EPAO</b>	End-point Assessment Organisation on RoEPAO	The EPAO pulls together all activities which have taken place during the apprenticeship, administers the EPA and provides the overall final decision as to the competence of the apprentice following the End-point Assessment.

## 5. End-point Assessment

This will be delivered by an ESFA approved EPAO, who will provide an Independent Assessor to conduct the three End-Point Assessment components. Employers of apprentices will select an organisation from the ESFA Register of EPAOs (RoEPAO), to conduct independent End-Point Assessment of their apprentices.

### Assessment Methods for End-point Assessment

Method	Coverage	Assessed	Grading
Multiple Choice Question Test	Technical Knowledge per Appendix 1	RoEPAO approved body	Fail/Pass/Distinction
Workplace Observation	Synoptic/Applied practical	RoEPAO approved body	Fail/Pass/ Distinction
Professional Discussion	Knowledge, Skills and Behaviours/ Synoptic	RoEPAO approved body	Fail/Pass/Distinction

## 6. End-point Assessment Components

The End-point Assessment will be undertaken over a maximum of three-month post gateway and will comprise of three components: Multiple-Choice Question Test, a Workplace Observation and a Professional Discussion. The End-Point Assessment Organisation (EPAO) will provide guidance materials for each of the Assessment Methods.

### 6.1 Assessment method 1 – Multiple-Choice Question Test – maximum 25 marks

The apprentice will take the multiple-choice question test in a suitably controlled environment selected by the End-Point Assessment Organisation (EPAO) in the presence of an invigilator.

The test will last for 60 minutes. The test may be undertaken as paper-based or on-line, and it will be marked either manually or electronically depending on the delivery method.

Questions will cover the Knowledge elements detailed in Appendix 1 and will be multiple choice; there will be 25 fact-based questions to answer, which have 4 options but only one correct answer per question. Each correct answer is worth one mark.

EPAOs must develop question banks of sufficient size to prevent predictability and review them regularly (and at least once a year) to ensure the specifications they contain, are fit for purpose.

The test will be marked by an independent assessor appointed by an EPAO, following a marking guide produced by the EPAO, or if taken on-line, electronic marking will be used.

The test is then Graded as a fail/pass/distinction Marks equate to the following gradings:

- A Fail equates to 0-15 marks
- A Pass is 16-19 marks
- A Distinction is 20-25 marks

## **6.2 Assessment method 2 – Workplace observation**

This will be undertaken after the apprentice has passed the Multiple-Choice Question Test and within the three-month post gateway period, all assessment methods may be taken on the same day. The Assessor will carry out the observation in the apprentice's usual workplace. This observation will be for a minimum of 2 hours +10%.

The apprentice will be advised of the date in advance of the End-point Assessor's visit to ensure they have reserved appropriate tasks to work on during the observation.

This Observation will provide the opportunity for the apprentice to synoptically demonstrate core and specific Knowledge, Skills and Behaviours as detailed in Appendix 1. This will offer the opportunity to bring together and apply their learning.

This will test the apprentice's knowledge and skills developed in taking photographs or printing photographic content, manipulating these assets and then storing the completed content correctly. The observation will be of the reserved tasks and naturally occurring real work; due to the nature of the role apprentices will be using the skills, knowledge and behaviours specified as core to their role.

If on the day of the observation, the naturally occurring work does not provide the opportunities to show the full range of KSBs required, then supplementary questioning could be used to cover the remaining criteria.



The EPAO will produce an Observation Checklist and guidelines for IA's to use to ensure consistency in assessment of candidates. All tasks will be agreed in advance with the EPAO, the employer and the apprentice.

The observation will be followed by questions from the Independent Assessor to gain greater clarity on rationale for choices, alternative outcomes, allow the apprentice to evidence any explain or describe descriptors and ask any questions related to the KSB's assigned to this method that were not demonstrated during the observation because the opportunity did not arise.

Questions must also give the apprentice the opportunity to evidence any relevant distinction criteria mapped to the observation which require description, explanation or evaluation or where the opportunity to demonstrate them did not naturally occur during the observation. The answers to these questions will be recorded on a standard template in-line with assessment organisation requirements. The time for questions will be 30 minutes (+10% at the assessor's discretion to allow an apprentice to complete an answer).

The observation will be graded using criteria developed by the Assessment Organisation which will be aligned to the grading descriptors in Table 1.

**Observation for Assistant Photographer** – assess that the apprentice competently achieves the following: Completing a photographic task – working in indoor or outdoor locations, with people or objects.

**Observation for Photographic Technician** - assess that the apprentice competently achieves the following: Completing a processing task using mini lab equipment in line with client requirements.

**Skills, Knowledge and Behaviours from the Standard to be tested by the observation are:**

### Skills and Knowledge

#### Option 1 – Assistant Photographer

- Legal and regulatory requirement compliance
- Maintaining the imaging systems
- Controlling the digital workflow
- Adding metadata to images
- Undertaking the photographic tasks

#### Option 2 Photographic Technician

- Legal and regulatory requirement compliance
- Maintaining the imaging systems
- Controlling the digital workflow

- Adding metadata to images
- Starting up and shutting down minilab equipment
- Using minilab equipment to print images

### **Behaviours both options**

Dependability and responsibility – punctual and reliable

Positive attitude – constructive thinking, motivated to succeed

If the apprentice does not pass the Observation at the first attempt, they will have a further opportunity to undertake this assessment before undertaking the Professional Discussion but will only be able to achieve a pass.

## **6.3 Assessment method 3 - Professional Discussion**

The Professional Discussion will question the apprentice about how their knowledge, skills and behaviours match those outlined below and in Appendix 1. It will preferably be conducted in the apprentice's work location and always by an Independent Assessor.

The professional discussion will last for 60 minutes (+10% at the assessor's discretion to allow the apprentice to complete an answer).

Undertaking the discussion on-line e.g. Skype etc is acceptable if circumstances dictate this. If this method is used, the online platform must include a video link so that apprentice can see the assessor and assessor can see the apprentice. The identity of the apprentice must be checked and confirmed by the EPAO prior to commencement. The location or the platform must be sourced by the EPAO, the EPAO must ensure that the apprentice is not disadvantaged by this process.

The Professional Discussion will be a structured discussion between the apprentice and independent assessor. It will also cover the apprentice's achievements, the standard of their work and their approach. The Portfolio of Evidence will be used to inform questioning during the interview. The portfolio will contain 10 pieces of evidence to be used for reference during the Professional Discussion.

The portfolio is submitted to the IA two weeks prior to the professional discussion, a copy can be retained by the apprentice and brought by them to the professional discussion. It is used as a vehicle for the apprentice to bring to life their knowledge, skills and behaviours as required during questioning by the Independent Assessor.

The discussion will be undertaken under controlled conditions and will last for 60 minutes (plus 10% at the discretion of the IA). The portfolio will be used by the apprentice to refer to exemplify a point. Questioning will be used to authenticate evidence, experience and competence.

- The Independent Assessor will use standardised competency-based questions from an agreed set of questions developed and maintained by the EPAO.
- Questions will be reviewed annually and moderated by the EPAO.
- The EPAO will also provide a template to record apprentice responses.
- The Independent Assessor will confirm the grade to the EPAO on documentation provided.

The Skills, Knowledge and Behaviours from the Standard to be tested by the professional discussion are detailed on Appendix 1, but will include the following key areas:

## **Skills and Knowledge**

### **Option 1 – Assistant Photographer**

- Industry awareness
- Maintaining the imaging systems
- Controlling the digital workflow
- Image manipulation
- Agreeing the photographic brief
- Undertaking the photographic tasks

### **Option 2 Photographic Technician**

- Industry awareness
- Maintaining the imaging systems
- Controlling the digital workflow
- Image manipulation
- Starting up and shutting down minilab equipment

### **Behaviours for both options to be tested will include:**

- Strong work ethic – motivated, proactive, committed, reflect on their practice
- Adaptability and responsiveness to change
- Honesty and integrity – truthful, sincere
- Self-motivation – self-starter, proactive approach to tasks and manage their own development

Following the completion of the Professional Discussion, the Assessor will award the final grading.

The EPAO will ensure the employer and the apprentice know who has passed and what grade they have been awarded. Although the apprentice should only be recommended for the end-point

assessment when they are ready; a remediation process will be put in place, to support any candidate who fails to meet the conditions of the End-point Assessment. The EPAO will apply the indicated weightings and the following grading criteria to the apprentice's submission and performance level.

## 7. Re-takes and/or re-sits

- Apprentices who fail one or more EPA methods will be offered the opportunity to take a re-sit/retake.
- Re-sits/re-takes must not be offered to apprentices wishing to move from pass to distinction. A re-sit does not require further learning, whereas a re-take does.
- The apprentice's employer will need to agree that a re-sit/re-take is an appropriate course of action. Apprentices should have a supportive action plan to prepare for the re-sit/re-take.
- An individual EPA method re-sit/re-take must be taken during the maximum EPA period i.e. 3 months/within 3 months of the original EPA, otherwise the entire EPA must be retaken.
- The maximum grade awarded to a re-sit/re-take will be pass, unless the EPAO identifies exceptional circumstances beyond the apprentice's control accounting for the original fail.

## 8. Final grade

The final grade decision, subject to standardisation and moderation, is made by the Independent Assessor using the grading criteria below and the guidance and documentation provided by the EPAO.

Apprentices will be awarded a pass, distinction or fail. The apprenticeship grade will be based on the outcomes of the three end-point assessment components:

1. Multiple Choice Question Test
2. Workplace Observation
3. Professional Discussion

**All end-point assessment components must be passed as a minimum for the pass grading to be given.**

The combined score for the three assessment components will determine if a higher grade is awarded. Grading boundaries have been set as follows:

- Fail: full competence against the Standard not demonstrated in one or all of the assessment components.
- Pass: all components passed, full competence against the Standard demonstrated
- Distinction: distinction in all three components of the assessment.

#### **Breakdown of overall grading criteria by component**

<b>Marks</b>	<b>Fail</b>	<b>Pass</b>	<b>Distinction</b>
Multiple choice question test	0-15	16-19	20+
Observation	Fail	Pass	Distinction
Professional discussion	Fail	Pass	Distinction
<b>Total</b>	<b>Fail</b>	<b>Pass</b>	<b>Distinction</b>

Table 1 Grading table

Assessment method	To be graded as a fail:	To be graded as a pass:	To be graded as a distinction:
Multiple choice question test both options K2, K12, K15, K19, K22, K26, K27, K28, K37, K41, K43	15 or less correct answers	16-19 answers correct	20+ answers correct
Observation Assistant Photographer	Apprentice does not meet the pass criteria	<p>A Pass candidate will agree the photographic brief, undertake a practical photographic task correctly and answer the supplementary questioning correctly:</p> <p><b>Legal and regulatory requirement compliance:</b></p> <p>K1 Demonstrates compliance with Health and Safety practices in the workplace and recognises how this may be affected by the photographic brief.</p> <p>K2, S2 Demonstrate compliance with legal and copyright issues according to the task specification.</p> <p>S1 Comply with relevant legislation and guidance including health, safety, COSHH, PPE and environmental issues in own workplace.</p> <p><b>Maintaining the imaging systems:</b></p> <p>S8 Start up and close down imaging hardware following proper procedures</p>	<p>A Distinction candidate will in addition to the Pass Criteria:</p> <p><b>Undertake photographic tasks:</b></p> <p>Takes images that achieve the viewpoint, composition and point of focus, including depth of field that exceed the client's expectations.</p>

		<p>S9, K10 Follows procedures correctly to ensure the imaging system is secure, virus and password protected.</p> <p><b>Control the digital workflow:</b></p> <p>K13 and K14 Follows own organisation's procedures correctly for operating digital imaging equipment and software and for sending and receiving material.</p> <p>K16 Describe how your organisation ensures computer security relating to viruses and password control.</p> <p>S12 Ensure that the digital imaging software is set up for efficient performance.</p> <p>S13 Ensure procedures are in place to maintain a history of all image files.</p> <p>S14 Ensure that system security and access procedures have been set up correctly.</p> <p>S15 Ensure that maintenance and servicing procedures have been set up correctly.</p> <p>S16 Ensure that all paperwork is completed accurately and in full and that copies are kept, and accurate records maintained.</p> <p><b>Adding metadata to images:</b></p> <p>S21 Embeds copyright and metadata into images in standard file formats.</p> <p>S22 Embed key metadata information in own image files to avoid orphan work status.</p> <p>S23 K31 Selects and assigns suitable keywords to classify images including by content, topic and context, explaining why this is important.</p> <p>S24 Ensure key metadata is preserved throughout the workflow to storage.</p>	
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		<p>K30 Explain the importance of metadata in allowing for the search and proper identifications of stored images</p> <p>K32 Describe how to enter key metadata to store specific information.</p> <p><b>Agree the photographic brief:</b></p> <p>S28 S30 Use the information gathered to evaluate and decide on the preferred approach to the task. Identify the main characteristics of the task and decide what needs to be emphasised in the images.</p> <p><b>Undertake photographic tasks:</b></p> <p>K35, S32, S33 Identifies and selects the appropriate photographic equipment for the task, and safely handles, assembles, sets up, and operates this in different environments and situations.</p> <p>K38, S34 Demonstrates how to use suitable lighting for the task including: combinations of daylight, free-standing lights and camera mounted flash.</p> <p>S35 Takes images that achieve the viewpoint, composition and point of focus, including appropriate depth of field.</p> <p>S36, S37 Ensures that digital images files are backed-up during the assignment, recording clearly and accurately, any information required on the assignment.</p> <p><b>Behaviours:</b></p> <p>B2 Demonstrates dependability and responsibility – punctual and reliable</p> <p>B3 Displays a positive attitude – constructive thinking, motivated to succeed</p>	
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Observation Photographic Technician	Apprentice does not meet the pass criteria	<p>A Pass candidate will undertake a processing task using equipment correctly and in line with customer requirements and answer the supplementary questioning correctly:</p> <p><b>Legal and regulatory requirement compliance:</b></p> <p>K1 Demonstrates compliance with Health and Safety practices in the workplace and recognises how this may be affected by the photographic brief.</p> <p>K2, S2 Demonstrate compliance with legal and copyright issues according to the task specification.</p> <p>S1 Comply with relevant legislation and guidance including health, safety, COSHH, PPE and environmental issues in own workplace.</p> <p><b>Maintaining the imaging systems:</b></p> <p>S8 Start up and close down imaging hardware following proper procedures.</p> <p>K10 S9 Follows procedures correctly to ensure the imaging system is secure, virus and password protected.</p> <p><b>Control the digital workflow:</b></p> <p>K13 and K14 Follows own organisation's procedures correctly for operating digital imaging equipment and software and for sending and receiving material.</p> <p>K16 Describe how your organisation ensures computer security relating to viruses and password control.</p> <p>S12 Correctly set-up the digital imaging software for efficient performance.</p> <p>S13 Demonstrate how to ensure procedures are in place to maintain a history of all image files.</p> <p>S14 Correctly set up and follow system security and access procedures</p> <p>S15 Correctly set-up maintenance and servicing procedures</p>	A Distinction candidate will in addition to the Pass Criteria:
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		<p>S16 Complete paperwork accurately and in full and ensure that copies are kept, and accurate records maintained.</p> <p><b><i>Adding metadata to images:</i></b></p> <p>S21 Embeds copyright and metadata into images in standard file formats.</p> <p>S22 Embed key metadata information in own image files to avoid orphan work status.</p> <p>S23 K31 Selects and assigns suitable keywords to classify images including by content, topic and context, explaining why this is important.</p> <p>S24 Ensure key metadata is preserved throughout the workflow to storage.</p> <p>K30 Explain the importance of metadata in allowing for the search and proper identifications of stored images.</p> <p>K32 Describe how to enter key metadata to store specific information.</p> <p><b><i>Start up and shut down laboratory equipment</i></b></p> <p>K39 K44 S43 Demonstrate how to safely, calibrate, control, set up and operate minilab equipment.</p> <p>K40 Demonstrate or explain how to safely load processing chemicals or printing inks.</p> <p>S38 Check the condition of the equipment before start up and close down.</p> <p>S39 Resolve problems within your own limits.</p> <p>S40 Process control strips and assess the results for quality control.</p> <p>S41 Correctly maintain chemicals/inks for the type of equipment used</p>	
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		<p>S42 Disposes of used chemicals in accordance with workplace and legal requirements – if this does not occur during the observation, they will be asked to describe how they would deal with this.</p> <p><b>Use minilab equipment to print images:</b></p> <p>K45 Demonstrate how to correctly load printing paper into the minilab.</p> <p>K46 Explain the use of different types and size of digital media and film formats, along with appropriate cropping techniques relative to output, size and the format required.</p> <p>K47 Describes the causes of common faults in photography, minilab and machine processing and printing.</p> <p>S44 Assesses the processed imagery against client requirements and organisational standards.</p> <p>S45 Describe how defects are detected, and the processes to follow to identify the causes.</p> <p>S46 Follows organisational procedures to forward the original material and prints for delivery or collection.</p> <p>S47 Records, clearly and accurately, required data to meet own business or organisation’s recording requirements.</p> <p><b>Behaviours:</b></p> <p>B2 Demonstrates dependability and responsibility – punctual and reliable</p> <p>B3 Displays a positive attitude – constructive thinking, motivated to succeed</p>	<p><b>Use minilab equipment to print images:</b></p> <p>Explain how they evaluate problems with loading printing paper, inks or chemistry, and execute remedial actions.</p>
<b>Professional discussion Assistant Photographer</b>	Apprentice does not meet the pass criteria	<p>A Pass candidate can</p> <p><b>Legal and regulatory requirements:</b></p> <p>S3 Describe how to obtain necessary permissions for use of images and confirm all agreements in writing.</p>	<p>A Distinction candidate will in addition to the Pass Criteria:</p> <p><b>Industry awareness:</b></p>

	<p>S4 Explain how to ensure that all licenses to use own work, are issued in writing.</p> <p><b>Industry awareness:</b></p> <p>K3, K4, S5 Describe the different roles within and sub sectors of, the photo imaging industry, the job opportunities they present and the key organisations and professional bodies in the sector.</p> <p>K5, S6 Explain how they maintain up-to-date knowledge of technological and professional developments in photo imaging and their impact on industry practice.</p> <p>K6 Explain how and when they have worked independently, and within a team to achieve own and team goals.</p> <p>S7 Provide an example of how they have built and maintained positive relationships with clients/customers</p> <p>K7 Explain how to successfully handle enquiries, questions, comments and complaints from clients.</p> <p><b>Maintaining the imaging systems:</b></p> <p>K8, K9, S11 Explain why it is important that maintenance and good housekeeping activities are operated, and how these are carried out.</p> <p>K11 Explain how hardware is calibrated and how colour management profiles are set.</p> <p>S10 Describe problems they have encountered in the imaging systems and how they have resolved these.</p> <p><b>Control the digital workflow:</b></p> <p>K17 Explain the basic concepts and techniques of audio and video editing and how to operate the industry standard editing systems.</p> <p>K18 Correctly describe how to construct video sequences and edit points to tell a story through pictures.</p>	<p>Describe the impact developments have had on the industry practice and how they have used new technologies or techniques.</p> <p>Provide examples of how they provide advice and guidance to others within their team on technical issues.</p> <p>Describe a major change or recent development across the photographic industry and identifies the benefits that have arisen</p> <p><b>Control the digital workflow:</b></p>
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	<p>K20 Describe how to output the task to meet the customer brief.</p> <p><b>Image manipulation:</b></p> <p>K21 Describe the range of industry standard software used for image retouching and how to use it.</p> <p>K23 Explain how to convert and manage file formats.</p> <p>K24 Explain the significance of “lossy” or “lossless” compression.</p> <p>K25 Correctly describe how to use enlarging equipment and darkroom procedures.</p> <p>K29 Correctly identify and describe common hand-printing faults and how to correct these.</p> <p>S17 Explain how they decide the approach to be adopted when retouching images in agreement with the client</p> <p>S18 Provide an example of a retouched image that clearly and accurately, meet the client’s requirements.</p> <p>S19, S20 Describe how they ensure the quality of images is maintained in line with client requirements and workplace standards and how to correctly save and store the re-touched images.</p> <p><b>Agreeing the photographic brief:</b></p> <p>Agreeing the photographic brief:</p> <p>K33 Correctly describe own organisation’s strategy and objectives.</p> <p>K34 Explain how to evaluate and present a possible approach to meet a photographic brief in line with:</p> <ul style="list-style-type: none"> <li>• the clients’ needs and expectations;</li> <li>• the budget;</li> <li>• aesthetic issues;</li> <li>• technical feasibility;</li> <li>• the time and resources required;</li> </ul>	<p>Provide more than one example of how you have used and audio and video editing techniques to improve images or sound.</p> <p><b>Image Manipulation</b></p> <p>Provides more than one example of re-touched images which exceeded the client’s requirements</p> <p><b>Agreeing the photographic brief:</b></p> <p>Provide an example of an approach to photographing what the client has asked for, but also offering their own style/option/version as the expert.</p>
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		<ul style="list-style-type: none"> <li>• legal and ethical implications</li> </ul> <p>S25 Describe how they agreed with the client the purpose of the work, the deadline and the budget;</p> <p>S26 Describe how they agreed with the client the amount of flexibility in meeting the brief.</p> <p>S27 Provide an example of how they recognised any Health and Safety issues likely to arise from the brief.</p> <p>S29 Explain how they ensure that the terms and conditions of any contract are mutually agreeable to own business or organisation and the client.</p> <p>B5 Honesty and integrity – truthful, sincere</p> <p><b>Undertake photographic tasks:</b></p> <p>S31 Explains how to complete model release forms and when these may be required.</p> <p>K36 Describes the causes of common faults in photographic equipment and can carry out user-permissible maintenance, fault-finding and minor repairs.</p> <p><b>Behaviours</b></p> <p>B1 Explains how they maintain a strong work ethic – motivated, proactive, committed, reflect on their practice</p> <p>B4 Provides an example of adaptability and responsiveness to change</p> <p>B6 Provides an example of Self-motivation – being a self-starter, displaying a proactive approach to tasks and managing their own development</p>	
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<b>Professional Discussion Photographic Technician</b>	Apprentice does not meet the pass criteria	<p>A Pass candidate can:</p> <p><b>Legal and regulatory requirements:</b></p> <p>S3 Describe how to obtain necessary permissions for use of images and confirm all agreements in writing.</p> <p>S4 Explain how to ensure that all licenses to use own work, are issued in writing.</p> <p><b>Industry awareness:</b></p> <p>K3, K4, S5 Describes the different roles within and sub sectors of, the photo imaging industry, the job opportunities they present and the key organisations and professional bodies in the sector.</p> <p>K5, S6 Explains how they maintain up-to-date knowledge of technological and professional developments in photo imaging and their impact on industry practice.</p> <p>K6 Explain how and when they have worked independently, and within a team to achieve own and team goals.</p> <p>S7 Provides an example of how they have built and maintained positive relationships with clients/customers</p> <p>K7 Explains how to successfully handle enquiries, questions, comments and complaints from clients.</p> <p><b>Maintaining the imaging systems:</b></p> <p>K8, K9, S11 Explain why it is important that maintenance and good housekeeping activities are operated, and how these are carried out.</p> <p>K11 Explain how hardware is calibrated and how colour management profiles are set.</p> <p>S10 Describe problems encountered in the imaging systems and how they have resolved these.</p> <p><b>Control the digital workflow:</b></p>	<p><i>A Distinction candidate will in addition to the Pass Criteria:</i></p> <p><b>Industry awareness:</b></p> <p>Describe the impact developments have had on the industry practice and how they have used new technologies or techniques.</p> <p>Provide examples of how they provide advice and guidance to others within their team on technical issues.</p> <p>Describe a major change or recent development across the photographic industry and identifies the benefits that have</p> <p><b>Control the digital workflow:</b></p>
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	<p>K17 Explains the basic concepts and techniques of audio and video editing and how to operate the industry standard editing systems.  K18 Correctly describes how to construct video sequences and edit points to tell a story through pictures.  K20 Describes how to output the task to meet the customer brief.</p> <p><b>Image manipulation:</b>  K21 Describes the range of industry standard software used for image retouching and how to use it.  K23 Explains how to convert and manage file formats.  K24 Explains the significance of “lossy” or “lossless” compression.  K25 Correctly describes how to use enlarging equipment and darkroom procedures.  K29 Correctly identifies and describes common hand-printing faults and how to correct these.  S17 Explains how they decide the approach to be adopted when retouching images in agreement with the client  S18 Provide an example of a retouched image that clearly and accurately, meet the client’s requirements.  S19, S20 Describes how they ensure the quality of images is maintained in line with client requirements and workplace standards and how to correctly save and store the re-touched images.  B5 Honesty and integrity – truthful, sincere</p> <p><b>Start up and shut down laboratory equipment:</b>  K42 Correctly describes own business or organisation’s targets for waste reduction.</p> <p><b>Behaviours</b></p>	<p>Provide more than one example of how you have used audio and video editing techniques to improve images or sound.</p> <p>Describe the impact on the organisation of not providing good customer service</p> <p><b>Image Manipulation</b>  Provides more than one example of re-touched images which exceeded the client’s requirements</p>
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		<p>B1 Explains how they maintain a strong work ethic – motivated, proactive, committed, reflect on their practice</p> <p>B4 Provides an example of adaptability and responsiveness to change</p> <p>B6 Provides an example of self-motivation – being a self-starter, displaying a proactive approach to tasks and managing their own development</p>	
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## 9. Implementation of the Apprenticeship

### 9A. Affordability

In developing this assessment approach, we are balancing the cost against the need to fully test the skills, knowledge and behaviours gained during the apprenticeship. The combination of a multiple-choice question test, a workplace observation and professional discussion provides a rounded approach and allows for apprentices to demonstrate how they have met the standard. The time taken for the End-Point Assessment by the Independent Assessor is listed below.

1. Invigilation and assessment of the Multiple-Choice Question Paper – 1hr
2. Workplace observation and assessment – 2hrs +10%
3. Professional Discussion – 1hr +10%

**The estimated total time required for the assessment is 4-4.5 hrs per Apprentice.**

We envisage there will be 25-40 apprentices per year, and that there will be sufficient assessors to carry out the End-point Assessment.

The practicalities and accessibility of the end-point assessments have been considered during the development of this assessment plan to ensure that the assessments are equally accessible to large and small employers across a range of sectors and to all apprentices. Assessment organisations must ensure there are no unnecessary barriers or hindrance, cognitive or physical, to an apprentice completing assessments. Assessments and assessment environments must be designed to be accessible to all apprentices and be in line with the Equality Act.

Assessment Organisations must work with employers to manage end-point assessments in a way that minimises the impact on the employer's business activity. The end-point assessment must be completed within a three-month period and therefore must be offered by the Assessment Organisation on a quarterly basis.

This will give employers and apprentices access to end-point assessments on a regular basis and allow adequate time for preparation. This will also give Assessment Organisations adequate time to plan assessments to ensure they are manageable, feasible and cost efficient.

## **9B. Internal Quality Assurance and Quality Control**

The EPAO will be required to demonstrate appropriate quality assurance and verification processes to ensure that the quality, consistency and validity of assessments are maintained. The EPAO will be on the ESFA Register of Apprentice Assessment Organisations. Independent assessors working for the EPAO will need to have substantial and relevant industry experience and have the technical skills to take or process/print photographs, demonstrated within the last 3 years, to ensure current and relevant sector knowledge and skills. If they do not have previous experience of assessment or verification, they will be expected to undergo training in methods of assessment for work-based learning including observation, questioning and verification procedures which will be provided by the EPAO. The EPAO will make the assessment guidance and grading criteria available to independent assessors, providers, employers and Apprentices. Assessors and verifiers/moderators will undertake validation meetings, moderation and standardisation meetings at least twice a year to ensure consistency of marking and grading.

## **9C. External Quality Assurance - Professional Body led EQA**

Quality assurance of the assessment organisations that provide the end-point assessment will be carried out by the professional organisations the British Institute of Professional Photography (BIPP) and the Master Photographers Association (MPA).

## APPENDIX 1

## Assessment Method by Element of the Standard – Photographic Assistant

Key	Assessment Method
MQT	Multiple Choice Question Test
OBS	Observation
PD	Professional Discussion

Core Knowledge – both options	EPA	KSB
<b>Legal and regulatory requirements:</b>		
Own responsibilities towards health, safety, environmental hazards and how to recognise and action correct practices applied in their workplace	OBS	K1
Current legislation relevant to the photo imaging industry such as: 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	MQT OBS	K2
<b>Industry Awareness:</b>		
The range of functions roles and skills within photo imaging.	PD	K3
The key organisations and professional bodies related to photo-imaging.	PD	K4
Relevant sources of information to help you keep your knowledge and skills relevant to your work up-to-date.	PD	K5
How and when to work independently and interact effectively within a team.	PD	K6
How to handle enquiries, questions, comments and complaints from clients.	PD	K7
<b>Maintaining the Imaging Systems:</b>		
The importance of maintenance activities.	PD	K8
The importance of good housekeeping activities.	PD	K9
How to make sure your imaging system is secure, virus and password protected.	OBS	K10
Colour management – hardware calibration and profiles.	PD	K11
The principles of additive and subtractive colour theory.	MQT	K12
<b>Control the digital workflow:</b>		
Own organisation's procedures relating to sending and receiving material.	OBS	K13
How to set up and operate digital imaging equipment and software.	OBS	K14

The key functions of the digital workflow.	MQT	K15
How your organisation ensures computer security relating to viruses and password control.	OBS	K16
The basic concepts and techniques of audio and video editing, and how to operate industry standard editing systems.	PD	K17
How to construct video sequences and edit points to tell a story with pictures.	PD	K18
What licences may be required with regard to copyright and use of music.	MQT	K19
How to output the task in a format to meet the customer brief.	PD	K20
<b>Image manipulation:</b>		
The range of available industry standard software relevant to image retouching and how to use it.	PD	K21
Colour management – the reasons for and use of colour profiles and the calibration of monitors.	MQT	K22
How to convert and manage file formats.	PD	K23
File compression methods and the significance of “lossy” or “lossless” compression.	PD	K24
The operation of enlarging equipment and darkroom procedures.	PD	K25
The characteristics of light sensitive material, e.g. film and photographic paper – colour and monochrome.	MQT	K26
The principles of monochrome and colour printing and how to control colour castes.	MQT	K27
Types of cropping techniques and the principles of localised exposure control.	MQT	K28
Common hand-printing faults and how they can be corrected.	PD	K29
<b>Add Metadata to Digital Images</b>		
The importance of metadata in allowing for the search and proper identifications of stored images	OBS	K30
The importance of effective descriptive metadata and keywording.	OBS	K31
How to enter key metadata to store specific information.	OBS	K32
<b>Knowledge Option 1 – Assistant Photographer</b>		
<b>Agree the Photographic Brief:</b>		
Own business or organisation’s strategy and objectives.	PD	K33
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.	PD	K34
<b>Undertake photographic tasks – working in indoor and outdoor locations, with people or objects:</b>		
How to safely handle, assemble, set up, operate and store photographic equipment in different environments and situations.	OBS	K35
The causes of common faults in photographic equipment and user-permissible maintenance, fault-finding and minor repairs.	PD	K36

The principles of light, lenses and exposure and composition.	MQT	K37
How to use available light including combinations of daylight, free-standing lights and camera mounted flash.	OBS	K38
<b>Knowledge Option 2 – Photographic Technician</b>		
<b>Start up and Shut Down Laboratory Equipment</b>		
How to safely set up, calibrate and maintain the equipment.	OBS	K39
How to safely load processing chemicals or printing inks.	OBS	K40
The principles and practice of process control (sensitometry, densitometry and other image evaluation tools).	MQT	K41
Own business or organisation’s targets for waste reduction.	PD	K42
<b>Use Minilab Equipment to Print Images:</b>		
The characteristics of sensitive media, e.g. digital, film and paper.	MQT	K43
How to calibrate, control, set up and operate minilab equipment.	OBS	K44
How to load printing paper into the minilab and resolve any difficulties.	OBS	K45
The different types and size of digital media and film formats, with appropriate cropping techniques relative to output size and format required.	OBS	K46
The causes of common faults in photography, minilab and machine processing and printing.	OBS	K47
<b>Core Skills - both options</b> <span style="float: right;"><b>EPA</b></span>		
<b>Legal and regulatory requirements:</b>		
Comply with relevant legislation and guidance including health, safety, COSHH, PPE and environmental issues in own workplace.	OBS	S1
Comply with legal and copyright issues according to the task specification.	OBS	S2
Obtain necessary permissions for use of images and confirm all agreements in writing.	PD	S3
Ensure that all licenses to use own work, are issued in writing.	PD	S4
<b>Industry Awareness:</b>		
Demonstrate an understanding of the different sub sectors of the photo imaging industry, and the job opportunities they present.	PD	S5
Maintain up-to-date knowledge of technological and professional developments in photo imaging and their impact on industry practice.	PD	S6
Build and maintain positive relationships with clients/customers	PD	S7
<b>Maintain the imaging system:</b>		
Start up and close down imaging hardware following proper procedures.	OBS	S8
Follow workplace security procedures to check the system security, virus protection and file security.	OBS	S9

Recognise any problems in the imaging system and resolve them where you can.	PD	S10
Carry out housekeeping activities.	PD	S11
<b>Control the digital workflow:</b>		
Ensure that the digital imaging software is set up for efficient performance.	OBS	S12
Ensure procedures are in place to maintain a history of all image files.	OBS	S13
Ensure that system security and access procedures have been set up correctly.	OBS	S14
Ensure that maintenance and servicing procedures have been set up correctly.	OBS	S15
Ensure that all paperwork is completed accurately and in full and that copies are kept, and accurate records maintained.	OBS	S16
<b>Image manipulation:</b>		
Determine the approach to be adopted in retouching the image(s) in agreement with the client.	PD	S17
Produce retouched images that clearly and accurately, meet the client's requirements.	PD	S18
Check the quality of the retouched images against client requirements and workplace standards.	PD	S19
Save the retouched image files in the correct format ready for outputting or storage.	PD	S20
<b>Add metadata to images:</b>		
Embed copyright and other metadata in images in standard image file formats.	OBS	S21
Embed key metadata information in own image files to avoid orphan work status.	OBS	S22
Assign keywords to classify images including by content, topic and concept.	OBS	S23
Ensure key metadata is preserved throughout the workflow to storage.	OBS	S24
<b>Skills Option 1 – Assistant Photographer</b>		
<b>Agree the photographic brief:</b>		
Agree with the client the purpose of the work, the deadline and the budget.	PD	S25
Agree with the client the amount of flexibility in meeting the brief.	PD	S26
Recognise any Health and Safety issues likely to arise from the brief.	PD	S27
Use the information gathered to evaluate and decide on the preferred approach to the task.	OBS	S28
Ensure that the terms and conditions of any contract are mutually agreeable to own business or organisation and the client.	PD	S29
<b>Undertake the photographic tasks:</b>		
Identify the main characteristics of the task and decide what needs to be emphasised in the images.	OBS	S30
Ensure model release or booking forms are correctly completed.	PD	S31

Select equipment and materials suitable for the task considering: The end purpose of the imagery; locations and prevailing light conditions.	OBS	S32
Assemble/dismantle equipment and, position safely.	OBS	S33
Determine the camera settings and lighting arrangements to meet the task and adjust if required.	OBS	S34
Take images that achieve the viewpoint, composition and point of focus, including appropriate depth of field	OBS	S35
Ensure that digital images files are backed-up during the assignment.	OBS	S36
Record, clearly and accurately, any information required on the assignment.	OBS	S37
<b>Skills Option 2 – Photographic Technician</b>		
<b>Start up and shut down laboratory equipment:</b>		
Check the condition of the equipment before start up and close down.	OBS	S38
Resolve problems within your own limits.	OBS	S39
Process control strips and assess the results to control quality.	OBS	S40
Maintain chemicals /inks for the type of equipment used.	OBS	S41
If appropriate, dispose of used chemicals in accordance with workplace and legal requirements.	OBS	S42
<b>Use minilab equipment to print images:</b>		
Calibrate and operate the minilab equipment to print the media, in accordance with the manufacturer's instructions.	OBS	S43
Assess the processed imagery against client requirements and organisational standards.	OBS	S44
Detect any defects, identify the causes and work within own limits to rectify these.	OBS	S45
Forward the original material and prints for delivery or collection.	OBS	S46
Record, clearly and accurately, all necessary data to meet own business or organisation's requirements.	OBS	S47

<b>Core Behaviours</b>	<b>EPA</b>	
Strong work ethic – motivated, proactive, committed, reflect on their practice	PD	B1
Dependability and responsibility – punctual and reliable	OBS	B2
Positive attitude – constructive thinking, motivated to succeed	OBS	B3
Adaptability and responsiveness to change	PD	B4
Honesty and integrity – truthful, sincere	PD	B5
Self-motivation – self-starter, proactive approach to tasks and manage their own development	PD	B6



