Planning

Develop criteria for your product/outcome

Now that I have collected a wide variety of sources and evaluated these and highlighted the sections that I will use to inform the creating of my Photography BlogSpot, I need to create specifications that will help me know when I have achieved my goal. This will also provide me with a guide as to how best achieve my goal.

How will I know when I have achieved my goal?

I will know when I have achieved my Personal Project goal when I have 8 of my photographs uploaded to my BlogSpot site.

- 2 of these photographs will show my developed understanding of the photography element of perspective.
- 2 of these photographs will show my developed understanding of the photography element of composition.
- 2 of these photographs will show my developed understanding of the photography element of lighting.
- 2 of these photographs will show my developed understanding of the photography element of colour balance.

How can I judge the quality of my product/outcome?

I can judge the quality of my Photography BlogSpot by assessing how my photography skill in these four elements has developed from my research and then practising by applying this research.

I will also ask photographer and my primary source Kirran Shah to look at my images and provide feedback.

Aesthetics	As my goal is to create a Photography BlogSpot that allows viewers to appreciate the aesthetic nature of photography, my photographs and my BlogSpot will need to be aesthetically pleasing.
Cost	As I already own the camera equipment, I do not need to purchase the camera equipment and my BlogSpot will be a free site, there will be no additional cost.
Customer	The client/target audience of my project will primarily be people who are interested in photography and enjoy browsing the internet and reading photography blogs. I will need to make sure my BlogSpot is accessible to all and aesthetically appealing so it can catch the eye of amateur photographers such as myself.

Resources	The resources that are available to me are my camera, a Nikon D30, tripod, MacBook Pro and the Parap Markets.
Environment Considerations	I have initially planned on creating a photobook, however, in order to be a good global citizen I have chosen to create a photo BlogSpot so I will not have to use paper and printing products.
Function	My Photography BlogSpot must be accessible on multiple laptops nad devices, e.g., iPhones, Galaxy, etc. It must be aesthetically pleasing and easy to view. The images will need to inspire people to visit the Parap Markets.
Size	The images on my Photography BlogSpot need to be 1MB – 1.5MB in size so they can be clear, but also not too large to be difficult for the BlogSpot page to load.

After considering these specifications and revising my gaol statement, global context selection and research I have come up with a list of 5 specifications achievable specifications:

1. My Photography BlogSpot must have 8 images that capture the colour and activity of the Parap Markets.
2. My Photographs need to demonstrate my developing understanding and application of the photography elements of perspective, composition, colour balance and lighting.
3. My BlogSpot must be aesthetically pleasing and easy to view by having lots of white space surrounding the images.
4. My photograph headings need to be simple and descriptive.
5. My Photography BlogSpot needs to reflect the colourful and multicultural characteristics of Darwin.

I have shown my supervisor these specifications and they have approved that yes, these are very thorough and rigorous specifications that are achievable for me.

Criteria for success

I now need to transfer these specifications to the criteria for success in my report graphic organiser so that as I progress through creating my product/outcome I can continually self-assess and improve. I will also use this rubric to give my personal final grade that I can use for my reflection.

Level of achievement	Specification 1	Specification 2	Specification 3	Specification 4	Specification 5
Excellent 7-8	My Photography BlogSpot has 8 images that capture the colour and activity at Parap Markets in an excellent manner.	My photographs show an excellent demonstration of perspective, composition, colour balance and lighting.	My BlogSpot is excellently aesthetically pleasing.	My photograph headings are simple and descriptive in an excellent manner.	My photography BlogSpot reflects the colourful and multicultural characteristics of Darwin in an excellent manner.
Substantial 5 – 6	My Photography BlogSpot has 8 images that capture the colour and activity at Parap Markets substantially.	My photographs show a substantial demonstration of perspective, composition, colour balance and lighting.	My BlogSpot is substantially aesthetically pleasing.	My photograph headings are substantially simple and descriptive.	My photography BlogSpot substantially reflects the colourful and multicultural characteristics of Darwin.
Adequate 3 – 4	My Photography BlogSpot has 8 images that capture the colour and activity at Parap Markets adequately.	My photographs show an adequate demonstration of perspective, composition, colour balance and lighting.	My BlogSpot is adequately aesthetically pleasing.	My photograph headings are adequately simple and descriptive.	My photography BlogSpot adequately reflects the colourful and multicultural characteristics of Darwin.
Limited 1 – 2	My Photography BlogSpot has 8 images that capture the colour and activity at Parap Markets in a limited manner.	My photographs show a limited demonstration of perspective, composition, colour balance and lighting.	My BlogSpot is very limited in it ability to aesthetically please.	My photograph headings are simple and descriptive in a limited manner.	My photography BlogSpot reflects the colourful and multicultural characteristics of Darwin in a limited manner.
No evidence 0					

Develop a plan and development process

Now that I have set my goal, researched and created my criteria for success I now need to develop a plan and development process that I can follow for the creation of my Photography BlogSpot.

The model I have chosen to use to plan is a Timeline Gantt Chart, we have used these in Design – Materials and ICT and I like the straightforward style of a Gantt Chart, they are easy to read and follow.

I have given myself 5 weeks with 3-hours per week dedicated to starting and finalising my Photography BlogSpot.

Task	Description of Task	Resources Required	Week 1	Week 2	Week 3	Week 4	Week 5
Photography Element: Colour Balance	At the Parap Markets I will take my first series of photographs and transfer my research of colour balance to capturing my images that focus on Colour Balance.	Tripod Nikon D3					
Photography Element: Lighting	At the Parap Markets I will take my first series of photographs and transfer my research of lighting to capturing my images that focus on lighting.	Tripod Nikon D3					
Photography Element: Composition	At the Parap Markets I will take my first series of photographs and transfer my research of composition to capturing my images that focus on composition.	Tripod Nikon D3					

Photography Element: Composition	At the Parap Markets I will take my first series of photographs and transfer my research of perspective to capturing my images that focus on perspective.	Tripod Nikon D3					
Finalising Photographs	Finalise the 8 final images. Conduct any minor editing necessary before saving for publication. I will contact photographer Kirran Shah and seek feedback and then apply that feedback to improving my photographs.	Nikon D3 MacBook Skype Primary Source: Kirran Shah					
Writing Photograph Headings	For each image I need to create effective headings as per my specifications.	MacBook					
Creating BlogSpot	Create BlogSpot page using WordPress.	MacBook WordPress					
Upload Images	Upload my images with the correct headings to create an aesthetically pleasing BlogSpot with aesthetically pleasing images.	MacBook WordPress					

Going Live	I will Tweet my BlogSpot and make my Photography BlogSpot go live. I will use hashtags such as #darwinnt #topendliving #parapmarkets in my bid to promote the Parap Markets.						
Supervisor Feedback	I will email my Supervisor, Ms Teunissen, the link to my BlogSpot and seek feedback. Any improvements she recommends I will add to my BlogSpot.						