

THE ARTS UNIVERSITY COLLEGE AT BOURNEMOUTH

PROGRAMME SPECIFICATION

The Programme Specification provides a summary of the main features of the **BA (Hons) Photography** course, and the learning outcomes that a 'typical' student might reasonably be expected to achieve and demonstrate if he/she passes the course.

Further detailed information on the learning outcomes, content and teaching and learning methods of each unit may be found in your Course Handbook.

<u>Key Course Information</u>

Final Award	BA Honours
Course Title	Photography
Teaching institution	The Arts University College at Bournemouth
Awarding Institution	The Arts University College at Bournemouth
Professional accreditation	None
Length of course / mode of study	3 years full-time
Level of final award (in FHEQ)	Level 6
Subject benchmark statement(s)	Art and Design, Media
UCAS code	W640
Language of study	English
Date of Validation	1998
Date of most recent review	2007
Date programme specification written/revised	2007 Revised September 2007

Course Philosophy

A belief in and valuing of the *individual* is intrinsic to the BA (Honours) Photography course.

We offer a supportive, well resourced, specialist environment that develops autonomous, committed, creative practitioners; an experience centred in a dedicated academic community engaged in image making within a broad contemporary photographic and cultural context. It is an activity that is critically underpinned and informed by an awareness of the importance of the history of art and photography, and understands the relationship of theory *within* practice.

We recognise that individual ideas and needs are paramount in the context of an art and design education, and manage these within a structured academic framework. We expect our students to engage fully in research, critical debate and reflection, and an experimental visual inquiry that encourages a rich variety of outcomes, and explores the expanded field of contemporary photographic practices. In response, we promote the possibilities for other media to generate meaning and a rich potential for practice - and its audience.

We aim to provide an undergraduate experience that is exciting, promotes risk-taking and acknowledges the shifting and problematic nature of the medium in its contemporary context.

Vocational ambitions are critical within Higher Education and we ensure that whilst studying, opportunities exist to engage in professional practice and establish external links. We emphasise the importance of, and strongly support the acquisition and development of professional skills. We believe that a well-educated, highly skilled and culturally aware graduate will have the attributes necessary to enter and progress successfully in their chosen professional environment or advance to postgraduate study.

Course Aims

The course aims to:

1. Develop your knowledge and understanding of the medium of photography;
2. Develop your knowledge and application of photographic analogue and digital capture and production, image management and manipulation techniques;
3. Provide you with a specialist framework to apply your technical knowledge and develop an individual practice and consider possible audiences for it;
4. Provide you with the opportunity to develop your practice within a range of specialist photographic contexts;
5. Encourage you to rigorously research and develop evaluative analytical and critical study skills within a broad cultural context;
6. Develop your understanding of the relationship between theory and practice;
7. Develop your written, oral and visual communication skills;
8. Develop your ability to be critically reflective and your ability to critically evaluate your own practice and that of others;
9. Help you develop as an autonomous learner;
10. Prepare you for future vocational or postgraduate opportunities.

Course Outcomes

By the end of the course you will be able to:

1. Demonstrate, articulate and contextualise an individual photographic practice and define the audience and professional context for it;
2. Demonstrate a knowledge and understanding of photography within a broad cultural context;
3. Critically reflect on and evaluate your work and that of others;
4. Demonstrate an ability to apply a knowledge of specialist photographic analogue and digital imaging technologies in the realisation of your own work;
5. Understand the relationship between, and fully integrate theory with practice;
6. Apply independent research and self-directed learning to your practice;
7. Demonstrate written, oral and visual communication skills;
8. Demonstrate an understanding of the requirements of professional practice and/or postgraduate study.

Reference Points

UK Quality Code for higher education, including:

- Subject Benchmark Statement: Art and Design and Media
- Framework for Higher Education Qualifications (FHEQ)
- QAA Code of Practice

AUCB Undergraduate Curriculum Framework

University College Learning and Teaching Strategy

Learning, Teaching and Assessment

Learning and Teaching Strategies

The course combines taught sessions with independent learning and students are expected to become more independent as learners as the course progresses. Taught sessions underpin independent learning and consist of lectures, seminars, workshops, one to one and group tutorials, viewings and critiques of work.

Specialist tutors, whom form the course team, deliver the sessions. Visiting photographers and industry professionals are often used to supplement learning and teaching.

Independent learning includes studio practice, research, analysis and critical reflection. Learning is more effective when the learner takes responsibility and teaching is directed at supporting students at managing their learning.

Peer orientated projects allow students to share learning and reflect on their own and their peers' practices.

Assessment

Each unit is assessed separately, and the assessment forms part of the unit. Assessment both provides a measure of your achievement, and also gives you regular feedback on how your learning is developing.

For every unit of your course you will be provided with a Unit Handbook, which will state what you are expected to learn within the unit; the work that you have to submit; and how it will be assessed. The Unit Handbook will also give the deadline for presenting your work for assessment.

You will receive a final mark for each unit in the form of a percentage, which will be recorded on your formal record of achievement (transcript). The HE Grading Matrix will help you to understand the marking process, and this can be found as an Appendix to this Handbook.

On successful completion of your Honours degree course, you will be awarded a degree classification based on your unit marks. The final classification is determined using all unit marks at Levels 5 and 6 in a ratio 1:3. For further information on progression, awards and classifications, please visit <http://intranet.aucb.ac.uk/academicregulations>

Course Structure

All students are registered for the award of BA (Hons); however exit awards are available if you leave the course early, having successfully completed one or two stages. If you successfully complete a level of the course, you will automatically be entitled to progress to the next level.

For the award of a Certificate of Higher Education (CertHE), you must have achieved a minimum of 120 credits at Level 4. This qualification may be awarded if you leave the University College following successful completion of the first year of your course. (Note that part-time students do not complete Level 4 until part-way through their second year of study.)

For the award of a Diploma of Higher Education (DipHE), you must have achieved a minimum of 240 credits of which a minimum of 120 must be at Level 5. This qualification may be awarded if you leave the University College following successful completion of the second year of your course. (Note that part-time students do not complete Level 5 until part-way through the fourth year of study.)

For the award of a BA (Hons) you must have achieved a minimum of 360 credits of which a minimum of 240 must be at Level 5 or above, of which a minimum of 120 credits must be at Level 6. This qualification will be awarded upon successful completion of your course.

A BA without Honours may be awarded if you have achieved 300 credits, at least 180 of which are at Level 5 or above, and at least 60 of which are at Level 6.

Course Content

In the initial stages of the course students complete a series of technical workshop units that develop fundamental skills in studio lighting, colour and black and white printing, and digital imaging. Fundamental ideas and issues in contemporary photographic practices are also introduced in both theory and practical units.

As the course progresses more complex issues are engaged in, in both analogue and digital areas and students are encouraged to begin to define an individual practice in a critical and analytical way. Professional studies are integrated to the course and encourage an awareness of audience and market.

As the course enters the final stages the students will develop an independent practice that will take them beyond graduation and into a postgraduate or vocational context. The relationship between theory and practice is consolidated and professional practice is embedded to allow them to make informed choices about their future.

The course consists of three levels, each lasting one academic year of full-time study. Each level is divided into units of study. Units may vary in size. A standard unit represents 150 hours of study and is worth 15 credits. Depending on the complexity of the area being studied some units may be larger. For example, there are double units (300 hours/30 credits). One level is worth 120 credits, which is 8 standard units or equivalent and equates to 1200 hours of study.

Course Units

Unit	Unit code	Credits
Level 4		
Photographic Principles and Practices	PHO410	30
Historiographies and Aesthetics of Photography	PHO411	30
'Primitive' Photography	PHO412	15
Digital Management and Production	PHO413	15
Image/Time	PHO414	15
Photography and 'realism'	PHO415	15
Level 5		
Themes and Responses	PHO510	30
Contemporary Technologies	PHO511	30
The Photographic 'Bookwork'	PHO512	15
Negotiated Practice	PHO513	30
Research and Reflection	PHO514	15
Level 6		
<u>Option 1</u>		
Extended Major Project	PHO603	60
Investigative Study	PHO600	15
Major Project Planning	PHO610	30
Professional Self Evaluation	PHO611	15

Option 2

Major Project	PHO602	45
Extended Investigative Study	PHO601	30
Major Project Planning	PHO610	30
Professional Self Evaluation	PHO611	15

Level 6 study options

The University College offers two options of study at Level 6:

Option 1

An Extended Major Project of 60 credits and an Investigative Study weighted 15 credits (4000 words^{*})

Option 2

A Major Project of 45 credits, and an Extended Investigative Study of 30 credits (8000 words^{*}).

If you are following Option 1, you are expected to spend approximately 600 hours on your Extended Major Project and 150 hours on your Investigative Study. Your creative practice is therefore the focus of the year, and you should ensure that you develop a Learning Agreement which reflects the scope of project which is required.

If you are following Option 2, you are expected to spend approximately 450 hours on your Major Project and 300 hours on your Extended Investigative Study. Obviously this is a more balanced pattern of study, and you should ensure that your proposed area of research will provide the necessary breadth and depth to sustain a coherent academic argument which demonstrates critical analysis and understanding.

The different options are designed to permit a degree of flexibility in how you demonstrate Honours level outcomes in your discipline. However, both offer the opportunity to work at an advanced level within the discipline, and to show your appreciation of the context of your work. The outcomes below apply to the composite 75 credits; you should ensure that your two projects enable you to achieve these, as well as the specific unit outcomes.

Outcomes for project work at Level 6:

- Demonstrate the ability rigorously to apply specialist knowledge, understanding and creativity
- Demonstrate an enhanced level of discipline and ability in time-management and organisation.
- Demonstrate your awareness of the ethical, social and cultural issues appropriate to the concept of a responsible professional practitioner
- Demonstrate an awareness of the principles of sustainability, especially as they pertain to the discipline
- Demonstrate independent judgement in analysis and investigation and the ability to draw together ideas within a particular area of study
- Demonstrate the ability to plan, research, formulate and deliver sophisticated work which interprets, analyses and re-presents ideas to a specific audience
- Demonstrate the ability to reference appropriate historical, cultural, critical and contextual concepts through your work
- Demonstrate advanced visual communication skills
- Demonstrate advanced written communication skills
- Demonstrate advanced problem-solving, and an ability to apply knowledge to new situations

^{*} Please note that all word counts should be considered as a norm, but +/- 10% is acceptable.

- Identify and adopt research methodologies appropriate to your research, and be able to evaluate the integrity of sources
- Demonstrate professional autonomy in the development of your ideas, and their realisation

Course Diagram

This schematic diagram shows the proposed start/end dates for each unit with assessment periods. Further information on the structure of each unit will be included in unit handbooks.

Level 4

0	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31
Induction week	PHO412 'Primitive' Photography (15 credits)											PHO414 Image/Time (15 credits)											Assessment	HE Exam Boards							
	PHO411 Historiographies and Aesthetics of Photography (30 credits)																														
															PHO413 Digital Management and Production (15 credits)																
	PHO410 Photographic Principles and Practices (30 credits)											PHO415 Photography and 'realism' (15 credits)																			

Level 5

0	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31
Induction week	PHO511 Contemporary Technologies (30 credits)													PHO512 The Photographic 'Bookwork' (15 credits)											Assessment	HE Exam Boards					
															PHO514 Research and Reflection (15 credits)																
	PHO510 Themes and Responses (30 credits)														PHO513 Negotiated Practice (30 credits)																

Level 6 option 1

0	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31
Induction week	PHO610 Major Project Planning (30 credits)											PHO603 Extended Major Project (60 credits)															Assessment	HE Exam Boards			
	PHO611 Professional Self Evaluation (15 credits)																														
	PHO600 Investigative Study (15 credits)																														

Level 6 option 2

0	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31
Induction week	PHO610 Major Project Planning (30 credits)											PHO602 Major Project (45 credits)															Assessment	HE Exam Boards			
	PHO611 Professional Self Evaluation (15 credits)																														
	PHO601 Extended Investigative Study (30 credits)																														

Resources

University College Resources:

Library

The course is supported by a Subject Librarian who liaises closely with the team to ensure that the Library resources are relevant and meet student and staff research needs. The Subject Librarian provides sessions on researching and using information, as well as individual support for students in the use of Library resources.

The Library holds an excellent range of specialist learning materials including journals, books, CDs, DVDs, newspapers. It has subscriptions to a wide range of specialist electronic resources focusing on art, design, media and performance, including 37,000 e-books and 3,000 e-journals.

Colour and black and white photocopying facilities are available as well as viewing rooms for watching DVDs, videos and off air recordings from television. Students have access to iMacs and PCs and the Library is wi-fi enabled. The open plan design and high quality resources make the Library a popular space for work and study. The Library scores consistently high in both the in-house and national student surveys which are carried out annually.

Information technology

The University College provides a comprehensive range of IT resources, utilising Apple Macintosh, Windows Personal Computers and specialist resources for its art, design, media and performance disciplines. The University College uses Industry standard software from Microsoft, Adobe, Macromedia, Apple, Quark and leading software suppliers, and is continually investing in its technology and resources.

IT resources are also available to you via the Library, plus through a number of bookable IT suites and dedicated base room provision. To enable access to learning resources, wireless internet access is also available.

The ITCS section (Information Technology and Communication Services) provides a helpdesk facility for IT enquiries and fault notification. The Helpdesk is open from 8.30am until 5pm from Monday to Friday Email: itcshelpdesk@aucb.ac.uk

Museum of Design in Plastic (MoDiP)

MoDiP is a registered museum of 20th and 21st century design and popular culture with a focus on plastics. Its collection is unique within the UK and has been developed to support teaching and learning at the Arts University College at Bournemouth.

There are many ways in which MoDiP can play a part in your studies:

- as a source of inspiration – large numbers of items may be viewed, handled and explored in depth, drawn, photographed and filmed
- as the focus of a brief for products and projects relating to course work
- as an exhibition venue – your work can be displayed in relation to the collections and exhibitions and events may be mounted in the museum space

The Museum is in a purpose built space within the Library, designed with wheelchair access in mind, and has the same opening hours as the rest of the University College for the viewing of exhibitions. Objects not on display can be borrowed and taken to the studio. To see what is available, go to the [Plastics Network](http://www.plasticsnetwork.org) website (www.plasticsnetwork.org).

The Gallery

The gallery is a major resource for contemporary visual art at the Arts University College at Bournemouth and has received regional and national recognition. There are regular gallery events,

including collections on loan from galleries and museums, as well as individual exhibitions by some of today's leading artists, photographers, designers and critical writers.

It also functions as a learning resource and is integrated into the teaching, learning, and research practice undertaken at the University College.

text + work is the ethos which underpins the exhibition programme at the Arts University College at Bournemouth. The **text + work** concept promotes and provides a forum for challenging dialogue between innovative contemporary art, design, and media practice and its theoretical context.

There are **text + work** gallery events, critical texts, shared and networked exhibitions and a **text + work** website.

Student Support

Academic Guidance

Academic staff are responsible for providing you with feedback on your work and your general academic progress, and for providing academic support and guidance through the course. This is provided through "critiques" and written feedback, as well as guidance on practical work and informal discussion about your concerns. These sessions may be individual or, in the case of collaborative work, in small groups.

Academic tutorials are scheduled to allow you to discuss in depth matters relating to creative or theoretical work, or the course in general. You will be entitled to at least one formal recorded academic tutorial per term with a nominated member of the course team.

Support and advice is also provided on an informal basis throughout the course, through discussions between staff and students.

Career Education, Information and Guidance

You will be prepared for employment, and given the opportunity to learn about the various career options available to you, through a wide range of projects which may include live briefs or external competitions. Academic staff remain very familiar with the discipline, and will often still work in the field, and are also able to advise on specific opportunities.

The Careers Service within the University College offers impartial, confidential advice, support and guidance, to help you explore and develop your career ideas and manage your future career successfully. The Service offers individual career guidance interviews, as well as advice on job seeking strategies, CVs and interview skills, self-employment / freelancing, and further study opportunities.

The Senior Careers Adviser holds regular lunchtime lectures, which cover a range of popular careers topics, including Postgraduate study and funding, Career planning, Networking and self-marketing, and Teaching as a career. Full details and dates of forthcoming lectures are available on the Careers intranet pages and on the Student Services notice boards.

The Careers Service also offers specialist events, working in partnership with local employers, AUCB alumni, and external agencies to bring together a range of art, design, media and performance expertise.

Learning Support

Support for students with disabilities (including dyslexia)

The Arts University College at Bournemouth is firmly committed to a policy of equal opportunities for all students and positively welcomes applications from people with disabilities and/or additional needs. Throughout all aspects of University College life, we actively encourage and support the participation of students with disabilities. We aim to support disabled students by offering needs assessments and support plans which enable you to achieve your personal goals.

The Learning Support team provides academic support for students with specific learning difficulties including dyslexia. We ask all new Home students to complete a 'Quicksan' screening programme when they join the University College. This screening is designed to check your learning style (the way you learn best) and whether you might have signs of dyslexia. If appropriate, you will be referred to an educational psychologist for a full assessment.

Students with a specific learning difficulty such as dyslexia are able to access individual tutorials aimed at improving your independent study skills, and are supported in applying for the Disabled Students' Allowance, which can provide specialist equipment and, if appropriate, personal support. The Senior Disability Officer and Wellbeing Officer provide ongoing support and advice for students with all other types of disability, including mental health difficulties, physical disabilities, medical conditions and sensory impairments.

Support for students for whom English is a second language

If English is not your first language you will be invited to complete a brief written exercise during the initial weeks of your course, so that your current academic language skills can be assessed. Our English for Academic Purposes (EAP) tutor, who is part of the Learning Support team, will review the exercise and contact you if your work indicates that you would benefit from additional support. The EAP tutor will work with you to draw up an Individual Learning Plan, which will set out a structured approach to developing your independent academic and study skills. This may include helping you to develop strategies for interpreting assignment briefs, working on the structure of your written work, or developing your proof-reading skills, for example. The plan will be reviewed each term and will be shared with your course tutor so that they are aware of the work you are doing to improve your study skills. If necessary, the EAP tutor will refer you to a local language school so that you can improve your generic English language levels.

Pastoral support and guidance

Support and advice on non-academic matters is provided through trained and qualified professional staff within Student Services. We have a team of professionally qualified male and female counsellors, with appointments available during weekdays and evenings. Students accessing the service are offered various levels of support ranging from regular weekly sessions, occasional support or just a "one off" consultation. In most cases, you can expect to be seen for a session within two days of making initial contact with the service. If the situation is very urgent and you are very emotionally distressed, we also have a crisis support service and you will be seen by one of our counsellors almost immediately.

Pastoral support is also available from the AUCB Chaplaincy. The Chaplaincy at the Arts University College at Bournemouth is shared with Bournemouth University and is an inclusive Chaplaincy, which welcomes people of all faiths and none. The Quiet Room and the Islamic Prayer Room are in regular use by staff and students, and meetings with ministers of any faith can be arranged.

Advice and support with practical issues such as funding, accommodation or childcare is available from the Student Advice, Funds and Accommodation Office within Student Services.

Methods for Evaluating and Improving the Quality and Standards of Teaching and Learning

The course is subject to the University College's rigorous quality assurance procedures which involve subject specialist and internal peer review of the course at periodic intervals, normally of 5 years. This process ensures that the course engages with the national Subject Benchmarks and references the Framework for Higher Education Qualifications.

In addition all courses undertake an Annual Course Review which takes account of relevant information such as:

- External Examiners' Reports
- Key statistics including data on application, retention and achievement
- Results of the National Student Survey
- Results of the in-house Student Perception Survey
- Feedback from Student Representatives
- Feedback from relevant employer groups, including the course Industry Liaison Group

All courses develop an action plan arising out of this exercise which is monitored by the Course and Faculty Boards of Study.

Staff development priorities for the course team as a whole are identified through the Annual Course Review process, and for individuals through the Staff Performance Review process.

Indicators of Quality and Standards

The Arts University College at Bournemouth was granted taught degree awarding powers by the Privy Council in 2008 following an intensive period of scrutiny by experienced academics from across the higher education sector.

The University College was audited by the QAA in May 2011 and received a judgement of 'Confidence' in the management of the academic standards of its awards, and its management of the quality of learning opportunities. This is the best available outcome, and confirms that our quality assurance mechanisms are robust, meaning that we can have full confidence in the standard of course outcomes, and the quality of the educational experience we deliver.

Please note that this specification provides a concise summary of the main features of the course.

More detailed information is available in the following documents:

- Online course information
- Unit Handbooks
- HE Student Regulations – <http://intranet.aucb.ac.uk/academicregulations>
- AUCB Student Guide