

THE ARTS UNIVERSITY COLLEGE AT BOURNEMOUTH

PROGRAMME SPECIFICATION

The Programme Specification provides a summary of the main features of the **FdA Commercial 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	Foundation Degree (FdA)
Course Title	Commercial 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	2 years full-time
Level of final award (in FHEQ)	Level 5
<u>Progression route</u>	
Dedicated articulation to:	BA (Hons) Commercial Photography
Subject benchmark statement(s)	Art and Design Communication, media film and cultural studies
UCAS code	W641
Language of study	English
Date of Validation	2001
Date of most recent review	2010
Date programme specification written/revised	July 2003 Revised September 2010

Course Philosophy

The Foundation Degree Arts (FdA) Commercial Photography at the Arts University College at Bournemouth aims to provide a wide range of learners with the opportunity to develop a specialist career in Commercial Photography. The course provides high quality photographic education for students seeking to enter industry or further their professional development within the relevant creative industries.

We have a clear identity defined by the production of professional standard photography for diverse commercial contexts. By focussing on contemporary commercial practice students can locate their work in a number of contexts including editorial/documentary, advertising, fashion and portraiture.

We offer a programme of continuing professional development for traditional and non-traditional learners and provide pathways for lifelong learning and the opportunity to progress to other

qualifications. The FdA is driven by the notion of vocationally focussed learning through practice and professionally orientated critical research. We respond to the diversity of the student cohort by recognising the needs of individual learners and how they may fulfil their potential.

Students can continue to reflect on their creative practice at Level 6, becoming autonomous creative decision makers with the ability to lead rather than respond to industry standards. Progression to a specially designed Level 6 provides an opportunity for FdA graduates to develop their practice based on the experience and knowledge gained at intermediate level whilst retaining the vocational dynamic central to the first two years of study.

Commercially driven, we embrace the notion of creativity for professional contexts. The organisation of the course mirrors the ever-changing nature of the photography industry by adopting flexible practices to respond actively to perceived market opportunities

Course Aims

The course aims to prepare students for a career within professional photography embracing the Commercial possibilities of the medium. The Foundation Degree provides a platform for professional practice as well as the possibility for further academic study by adopting a holistic approach to vocational photographic education. This will include the development of skills and processes relevant to the industry including studio and digital post-production techniques supported by work based learning. The students' experience is supported by providing a broad understanding of photographic theory, guiding students towards a critical understanding of the medium, as we are firm believers that our students should enter the industry as educated individuals, able to engage in the broad dialogue that is expected of creative professionals.

After successfully completing two years of extensive study that embraces contemporary creative practice, the Foundation Degree graduate will possess all the attributes necessary to work within professional photography. The critical components of the course also provide the opportunity for further academic progression including articulation to Level 6 of our BA (Hons) Commercial Photography.

The course aims to:

1. develop your knowledge of techniques and processes relevant to photography and visual communication.
2. develop your creativity, and design and problem-solving skills;
3. develop your abilities in communication and presentation;
4. develop your ability to reflect on and evaluate your learning and creative work;
5. provide opportunities for work placements and other work-related learning that will support your career development;
6. prepare you for your next step, whether this is freelance work/employment or the final year of the BA (Hons) Commercial Photography course.

Course Outcomes

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

1. Show a clear working knowledge and understanding of a wide range of photographic techniques and their application;
2. Demonstrate the ability to produce creative outcomes and solutions to photographic briefs, demonstrating an awareness of aesthetics, commercial context and technical competence;
3. Demonstrate effective skills in visual, oral and written communication and presentation;
4. Apply skills in critical reflection and evaluation in the development of your learning and your career planning;
5. Apply your learning in the workplace and other work-related contexts through a knowledge of the industry;

6. Enter relevant employment or freelance work with an informed knowledge of the industry and related professions, or progress to Level 6 of the BA (Hons) Commercial Photography with confidence and an appropriate level of technical, creative, theoretical and professional ability.

Reference Points

UK Quality Code for higher education, including:

- Foundation Degree Benchmark Statement
- Subject Benchmark Statement: Art and Design, and Communication, media, film and cultural studies
- 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 objectives will be met by deploying a wide variety of teaching and learning methods including workshop/studio practice, lectures, seminars, group critiques, guided reading, tutorials, projects, demonstrations, learning teams, personal planning and reflection, work related learning and independent study. Unit tutors in consultation with the Course Leader will be responsible for co-ordinating the course for individual units of study and for selecting appropriate methods of delivery according to the subject matter and student experience.

The methods employed will, wherever possible, induct you in the disciplines required of a creative practitioner in commercial photography along with transferable skills (Managing Self, Professional skills and Team working), and value and credit any relevant previous experience. A key method will be the promotion of work related learning, including work placements; visits to the workshops or studios of relevant practitioners or organisations; guest lectures or workshops led by visiting practitioners; 'live' or simulated project briefs; and the mentoring of individual students or small groups by practising designers and other industry professionals. Your learning and career planning will be consolidated through the encouragement of skills in personal planning, reflection and development.

The study time allocated to each unit in the course incorporates a balance of teaching support and learning. The progressive promotion of student-centred learning reflects the anticipated maturity of students and allows them to direct their learning towards individual goals. The teaching in Level 4 is directed at providing students with the knowledge, concepts and skills to take increasing responsibility for the management of their own learning.

Teaching is directed at supporting individual engagement in learning although there will be opportunities for students to work in teams to enable them to learn the value of peer co-operation. Also, it is anticipated that, due to the vocational and professional orientation of the Foundation Degree and to enable students to benefit from the range of resources and disciplines within the University College, opportunities will exist for students to collaborate in teams with peers in, for example, fashion or model making. It is also envisaged that live project work may benefit from the collaboration of students from both levels of the course.

Guidance and counselling to help you in realising your learning potential will be provided at the start of each term.

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 FdA course, you will be awarded a classification based on your unit marks. The final classification is determined using unit marks at Level 5. If you progress to Honours level study, your degree calculation will be based on your percentage marks at Level 6 only. 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 the Foundation Degree (FdA); however exit awards are available if you leave the course early, having successfully completed a stage. 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 the Foundation Degree (FdA), you must have achieved a minimum of 240 credits of which a minimum of 120 must be at Level 5. This qualification will be awarded upon successful completion of your course.

Course Content

Level 4

Level 4 of the course provides you with the creative and practical skills that you will build upon during the course. It introduces you to a variety of traditional and digital photographic techniques and processes through units in *Principles and Practices*, *Digital Darkroom* and *Digital Production* giving you a strong technical foundation in location, studio, lighting, camera and digital production techniques.

Photographic themes and concepts in photography are addressed through consideration of *Historical and Critical Studies in Photography*. Photography projects and written assignments are used to reinforce learning and enable you to exercise your developing knowledge and practical skills, for example in the unit *Creative Photographic Practice*. You are encouraged to begin thinking through your career options, reflecting on the directions in which your learning is taking you and developing your personal work plans, in the first of 2 consecutive *Personal Planning, Reflection and Development* units, commencing in term 1. These opportunities for reflection and evaluation are also designed to bring cohesion and coherence to the overall course. During these units guest lectures by visiting photographers and industry professionals will be given to underpin your holistic knowledge of contemporary commercial photographic practice. Your preparation for future employment and/or freelance work is enhanced through the integration of Transferable Skills in course units.

The work-related focus of the course is promoted by the involvement of practising photographers or other visual communication professionals who provide advice and support for the development of your career plans during guest lectures. This will be consolidated towards the end of Level 4 when you undertake the *Placement* unit overseen by the unit leader (negotiated between the student and the tutor/s). This draws together your achievements on the course so far and gives you live opportunities to apply your learning in the workplace. The timing of the *Placement* unit is such that, potentially you are able to extend your work experience beyond the formal end of the unit to the conclusion of the summer vacation period. In these circumstances, arrangements for your end of level assessment in June can be negotiated.

Level 5

Level 5 of the course builds upon the skills and knowledge gained in Level 4 and provides opportunities for you to develop a career pathway.

You are encouraged to reflect on your particular professional interests and to take responsibility for your learning in your choice of topics for project work (negotiated between the student and the tutor/s)

via Learning Agreements) through the unit *Creativity in Context and* culminating in the unit *Professional Project*. Projects for this unit are designed to develop your creative, research and conceptual skills combined with commercial and professional awareness and understanding. Where possible opportunities for live project work or projects set by external practitioners are accommodated, thereby extending your understanding of the professional demands of photography. During the level you will also continue to develop your digital skills and promotional awareness through the unit *Digital Portfolio*. The unit will provide you with the opportunity to present yourself as a photographer via the internet, while developing your own branding.

Level 5 has the option of *Work Related Learning* or *Critical Approaches to Photography*. The work-related aspects of the course can continue with the unit *Work-related Learning* designed to extend your knowledge of the professional context of photography and visual communication in the form of self directed vocationally focused research. Students considering applying for progression to Level 6 must take the unit *Critical Approaches to Photography* as it provides an overview of 20th and 21st century developments in photography and critical theory together with the development of research and written communication skills necessary for higher-level study.

Personal Planning, Reflection and Development 2 provides the opportunity to critically reflect upon and evaluate your overall learning achievements at this stage of the course and to consolidate your career/articulation plans. You will develop a report on the work undertaken for your *Professional Project*, evaluating your approach to the logistical and technical demands of the project and the professionalism which this has entailed. Level 5 culminates with an end-of-course exhibition of students' *Professional Projects* and other strategies to promote you to the industry, via portfolio and website.

Course Units

Unit	Unit code	Credits
Level 4		
Historical and Critical Studies in Photography	PPH419	22.5
Principles and Practices	PPH417	22.5
Digital Darkroom	PPH415	15
Digital Production	PPH420	15
Creative Photographic Practice	PPH418	15
Placement	PPH405	15
Personal Planning, Reflection and Development 1	PPH407	15
Level 5		
Creativity in Context	PPH514	30
Digital Portfolio	PPH511	15
Personal Planning, Reflection and Development 2	PPH507	15
Professional Project	PPH512	45
Critical Approaches to Photography	PPH513	15
or		
Work-Related Learning*	PPH505	15

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	PPH417 Principles and Practices (22.5 credits)												PPH418 Creative Photographic Practice (15 credits)													PPH405 Placement (15 credits)	Assessment and Tutorials	HE Exam Boards			
	PPH419 Historical and Critical Studies in Photography (22.5 credits)																														
	PPH415 Digital Darkroom (15 credits)						PPH420 Digital Production (15 credits)																								
	PPH407 Personal Planning Reflection and Development 1 (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	PPH514 Creativity in Context (30 credits)															PPH512 Professional Project (45 credits)											Assessment and Tutorials	HE Exam Boards			
	PPH511 Digital Portfolio (15 credits)							PPH513 Critical Approaches to Photography OR PPH505 Work Related Learning (15 credits)																							
	PPH507 Personal Planning Reflection and Development 2 (15 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 ‘Quickscan’ 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