

Programme Specification

BA (Hons) Photography

Please note that the former Arts University College at Bournemouth (AUCB) became the Arts University Bournemouth (AUB) on 13 December 2012. All references in this document to AUCB, the University College or the Arts University College should be taken to refer to AUB, the University or the Arts University.



This Programme Specification is designed for prospective students, current students, graduates, academic staff and potential employers. It provides a summary of the main features of the programme and the intended learning outcomes that a typical student might reasonably be expected to achieve and demonstrate if he/she takes full advantage of the learning opportunities that are provided.

Whilst every endeavour has been made to provide the course described in the Programme Specification, the University reserves the right to make such changes as may be appropriate for reasons of operational efficiency or due to circumstances beyond its control. Any changes are made in accordance with the University's academic standards and quality procedures.

This document is available in alternative formats on request.

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.

Key Course Information

Final Award	BA Honours
Course Title	BA (Hons) 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 and Media
UCAS code	W640
Language of study	English
External Examiner for course	David Campany Reader in Photography University of Westminster
<i>Please note that it is not appropriate for students to contact external examiners directly</i>	
Date of Validation	1999
Date of most recent review	2012
Date programme specification written/revised	Revised September 2012

Course Philosophy

The course responds to contemporary photography in a creative and experimental way, embracing and integrating a range of technologies from early 19th century analogue to high end digital still and moving image. You are asked to freely explore your individual ideas and impulses within a structured, well resourced and supportive environment that values a strong visual investigation supported by a contextual awareness of the medium and how it relates to and assimilates into other disciplines. The expansive nature of the course allows you to experience photography in a wide cultural context gaining a comprehensive knowledge of the mediums positions and audiences. This is especially important in helping you to choose a vocational pathway as you define your practice and prepare for employment.

The course values the mediums history and recognises the importance of its influence on contemporary practice. It does not impose a house style but encourages you to be spirited and

believe in your own modus operandi. The current diversity of photography is both exciting and challenging and the courses commitment to tutorial led learning and teaching ensures that you are well supported and encouraged in your studies.

The course ultimately aims to produce well-educated and creative individuals with the knowledge and skills to engage in and navigate the creative industries in a confident and interesting way.

Course Aims

The course aims to:

1. To enable you to learn and apply your creativity, specialist knowledge, understanding and technical skills to your personal creative practice.
2. To enable you to develop a high level of time management and organisational skills.
3. To raise your awareness of ethical, social and cultural issues appropriate to your professional practice as photographer.
4. To enhance your understanding of sustainability as it pertains to all analogue and digital photographic practices.
5. To enable you to learn and apply rigorous judgement in all aspects of critical analysis and investigation of your discipline.
6. To develop and understand how to prepare and apply research to your work in such a way that it can communicate your ideas to a wide audience.
7. To enable you to research and apply appropriate academic and culturally relevant references in all your work.
8. To enable you to use appropriate academic style, concepts and methods to your written and visual work.
9. To enable you to engage in opportunities to apply new knowledge in advanced problem solving.
10. To offer you opportunities to use appropriate personalised research methodologies, handle information and to understand the relative value and integrity of sources.
11. To enable you to engage in your practice with autonomy and professionalism.
12. To allow you to explore your creativity in an experimental and risk taking way.

Course Outcomes

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

1. Demonstrate the ability rigorously to apply your creativity, specialist knowledge, understanding and technical skills in all areas of photographic practice.
2. Demonstrate an enhanced level of discipline and ability in time-management and organisation.
3. Demonstrate your awareness of the ethical, social and cultural issues appropriate to the concept of a responsible professional practitioner.
4. Demonstrate an awareness of the principles of sustainability, especially as they pertain to photography.
5. Demonstrate independent judgement in analysis and investigation and the ability to draw together ideas from the many convergent disciplines that use photography.

6. Demonstrate the ability to plan, research, formulate and deliver sophisticated work which interprets, analyses and re-presents ideas to a specific audience
7. Demonstrate the ability to reference appropriate artistic, historical, cultural, critical and contextual concepts through your written and visual work
8. Demonstrate advanced written and verbal communication skills
9. Demonstrate advanced problem-solving, and an ability to apply knowledge to new situations
10. Identify and adopt research methodologies appropriate to your research, and be able to evaluate the integrity of sources
11. Demonstrate professional autonomy in the development of your ideas, and their realisation.
12. Demonstrate the exploration of your creativity in an experimental and risk taking way.

Reference Points

UK Quality Code for higher education, including:

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

AUCB Undergraduate Regulatory Framework

University College Learning and Teaching Strategy

Learning, Teaching and Assessment

Learning and Teaching Strategies

Honours study combines independent learning and taught sessions.

The course objectives are met by deploying a wide variety of teaching and learning methods including projects, lectures, seminars, group critiques and tutorials. In consultation with the Course Leader staff are responsible for co-ordinating individual units of study, and for selecting appropriate methods of delivery according to subject matter and student experience.

The methods employed induct you to the disciplines required of a creative practitioner and promote the development of transferable skills.

The study time allocated to each unit in the course incorporates a balance of formal teaching, tutorial support and independent learning. The course is structured progressively to provide increased opportunities for independent learning as you reach the later stages of the course.

The progressive promotion of independent learning reflects your anticipated maturity as a student and allows you to direct your learning towards individual goals. The teaching in Level 4 is directed at providing you with the knowledge, concepts and skills to take increasing responsibility for the management of your own learning.

Teaching is directed at supporting individual engagement in learning although there will be opportunities for you to work in teams to enable you to learn the value of peer co-operation.

The integration of theory and practice is promoted and reinforced through a team teaching approach in both written and practical units. Lectures, seminars and tutorials may be delivered by team members, as appropriate, in the creative environment of the studio and lecture theatre. You will evidence your learning in this context in essays, research files and presentations. The integration of theory and practice is crucial in developing you as a well-rounded and informed visual practitioner.

Practical work may take the form of a range of technical workshops, assignments briefs and studio-based workshops. Group technical workshops begin when you first arrive on the course to ensure you will be able to access all the technical resources and individual and group technical support will

continue throughout the course. Your technical skills will be assessed in the practical units as part of the unit assessment criteria. You will also be required to keep a record of your technical skills acquisition throughout the three levels to help tutors assess your technical progress and needs.

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). Each component of assessment is graded using a notched marking scale, whereby only certain marks are used within each grade. The only marks available within any ten-point band are *2, *5 and *8 (eg 42, 45, 48). These marks correspond to a low, mid, and high level of achievement within each grade band.

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 using two different algorithms, which are detailed in your *Quick Guide to the regulations*. If the two algorithms produce different results, you will be awarded the higher class of degree. For further information on progression, awards and classifications, please visit <http://intranet.aucb.ac.uk/registry/academicregulations.aspx>

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 levels. 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.

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.

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

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 200 hours of study and is worth 20 credits. Depending on the complexity of the area being studied some units may be larger, for example, there are double units (40 credits) and at Level 6 you can study a treble unit (60 credits).

At the Level 4 stage of the course you will complete a series of technical workshops that aim to develop foundational skills in studio practice and lighting, analogue colour and black and white processing and printing and digital imaging. Fundamental concepts and issues in historical and contemporary photographic practices are also introduced in both creative and the theory units. Units at Level 4 will also offer you the chance to work in groups as well as individually.

As the course progresses to Level 5, you are expected to engage in more complex issues through your creative work as well as in the more theoretical units. You are encouraged to begin to define an individual practice towards the end of Level 5. Professional studies are introduced at this level to encourage an awareness of the audiences and the contexts for your photographic work.

As the course enters the Level 6 you will develop and refine an independent practice that will take you beyond graduation and into a vocational or postgraduate context. The relationship between theory and practice and technical skills will be consolidated and your knowledge of professional practice deepened to enable you to make informed choices about your future.

Course Units

Unit code	Unit Title	Credit Weighting
Level 4		
PHO450	Photograph as Object	20
PHO451	Photographic Histories	20
PHO452	Post Production and Appropriation	20
PHO453	Group Project	20
PHO454	The Still and Moving Image	40
Level 5		
PHO550	Photography and Realism	20
PHO551	The Image and the Page	20
PHO552	Research Project 1	20
PHO553	Concepts in Contemporary Photography	40
PHO554	Professional Enquiry	20
Level 6		
PHO650	Major Project Preparation	20
PHO653	Professional Documentation and Presentation	20
Plus:		
Study option 1		
PHO651	Research Project 2	20
PHO654	Extended Major Project	60
Or:		
Study option 2		
PHO652	Extended Research Project 2	40
PHO655	Major Project	40

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																														
Autumn term											Spring term										Summer term									
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
Induction week	PHO450 Photograph as Object (20 credits)										PHO452 Post Production and Appropriation (20 credits)										PHO454 The Still and Moving Image (40 credits)									
	PHO451 Photographic Histories (20 credits)										PHO453 Group Project (20 credits)																			

Level 5																														
Autumn term											Spring term										Summer term									
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
Induction week	PHO550 Photography and Realism (20 credits)										PHO552 Research project 1 (20 credits)										PHO554 Professional Enquiry (20 credits)									
	PHO551 Image and the Page (20 credits)										PHO553 Concepts in Contemporary Photography (40 credits)																			

Level 6 (Option 1)																														
	Autumn term										Spring term										Summer term									
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
Induction week	PHO651 Research Project 2 (20 credits)										PHO654 Extended Major Project (60 credits)																			
	PHO650 Major Project Preparation (20 credits)										PHO653 Professional Documentation and Presentation (20 credits)																			

Level 6 (Option 2)																														
	Autumn term										Spring term										Summer term									
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
Induction week	PHO652 Extended Research Project 2 (40 credits)															PHO655 Major Project (40 credits)														
	PHO650 Major Project Preparation (20 credits)										PHO653 Professional Documentation and Presentation (20 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. As part of the AUCB's Information Literacy Framework, the Subject Librarian provides sessions on researching and using information, as well as individual support for students in the use of Library resources. There is also another member of staff part of whose role is to assist students with any additional needs.

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

The Library is wi-fi enabled and facilities include viewing rooms, a presentation space, a silent reading room, photocopiers, iMacs and PCs. The open plan design and high quality resources make the Library a popular space for work and study. The Library consistently receives high scores 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 Officer 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) tutors, who are part of the Learning Support team, will review the exercise and contact you if your work indicates that you would benefit from additional support. An 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, your 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. Your student representatives can keep you informed about progress against the action plan.

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
- Quick guide to the regulations
- Unit Handbooks
- HE Student Regulations – <http://intranet.aucb.ac.uk/registry/academicregulations.aspx>
- AUCB Student Guide