ARTS UNIVERSITY BOURNEMOUTH

PROGRAMME SPECIFICATION

MA COMMERCIAL PHOTOGRAPHY

COVER PHOTO BY: JOHN MACKENZIE

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.

ARTS UNIVERSITY BOURNEMOUTH

PROGRAMME SPECIFICATION

The Programme Specification provides a summary of the main features of the **MA 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 within this Handbook and the online Unit Information, which is available on your course blog.

Key Course Information	
Final Award	Master of Arts
Course Title	Commercial Photography
Award Title	MA Commercial Photography
Teaching institution	Arts University Bournemouth
Awarding Institution	Arts University Bournemouth
Offered in the Faculty of: *Contact details*: Telephone number Email	Media and Performance 01202 363138 fomp@aub.ac.uk
Professional accreditation	None
Length of course / mode of study	1 year full-time, 2 years part-time.
Level of final award (in FHEQ)	Level 7
Subject Benchmark Statement	Master's Degree Characteristics 2010
Language of study	English
External Examiner for course: *Please note that it is not appropriate for students to contact external examiners directly*	Dr Mark Cocks University of Wales Trinity Saint David
Date of Validation	March 2015
Date of most recent review	N/A
Date programme specification written/revised	Revised September 2016

Faculty of Media & Performance: Masters Ethos

The Masters courses in the Faculty of Media and Performance provide challenging environments in which contemporary practitioners reflect on and develop their professional creative careers.

Our guiding principle is to offer distinctive, exciting and challenging opportunities - celebrating ideas, making, and creative risk-taking informed by advanced scholarship and an awareness of established and emerging technologies.

Originality in the fusion of practice, theory and professionalism leads to highly adaptable entrepreneurial practitioners creating work that communicates ideas about the political, social, and personal to both wide and targeted audiences. These creative individuals will question established conventions and push the boundaries. Through their innovative approach they will have the potential to influence and reshape the industry itself.

Course Philosophy

The course is founded on the assertion that commercial photography is a powerful form of mass communication that potentially connects with an audience of millions. What defines it as commercial is that it is conceived and created with a specific audience in mind, conscious of how meaning is affected by socio-political criteria. It can be utilised in a variety of ways: to stimulate commerce; promote new trends; deliver complex narratives; and inform and express opinions. In the process, opportunities arise for creative practitioners working in commercial contexts to produce innovative work.

The MA Commercial Photography course is structured in such a way that learning develops systematically and with an emphasis on the independent learning abilities required for continuing professional development and the advancement of your career.

The course allows you to undertake advanced study in a wide range of areas including advertising, documentary, editorial, fashion and portrait photography. Through originality in the application of contemporary academic research and professional practices to the production of new complex work, you will challenge the accepted conventions of the genres.

By a combined approach of practice, theory and professionalism, the course will provide a challenging and stimulating environment in which you are able to develop your full potential, with the aim of becoming a practitioner at the forefront of the discipline. You will expand your commercial potential by applying genre practices across contexts; for example, the aesthetics of documentary can be applied to advertising, editorial, and fashion outcomes.

The course enables you to develop an in-depth and critically informed understanding of the commercial photography industry. You will engage with key themes in emerging and established critical analyses that underpin each professional genre. This will equip you with the theoretical understanding to progress your practice and effectively articulate your concepts through the production of advanced outcomes to specialist and non-specialist audiences.

You are encouraged to make industrial links across a broad range of organisations relevant to your chosen professional specialism. Using these links you will learn to manage and exceed client expectations through the application of your new academic understanding to the production of inventive commercial work.

Statement of Student Entitlement

- Tutorials – three supervisory tutorials per 60 credit unit; totalling 9 over the course. In addition each student is entitled to assessment feedback tutorials on the *Redefining Practice* unit and *Master's Project 1 & 2 units*. A tutorial time of 45 minutes is allocated.
- Group critique: six critiques in total, two per unit.
- Staff and student-led lectures and seminars.
- Regularly timetabled group meetings with MA Course Leader and/or relevant tutors.
- Access to relevant resources agreed through your Course Leader.
- Agreed attendance on undergraduate workshop/darkroom/resource area inductions.
- Agreed access to photography studios and equipment.
- Postgraduate show where appropriate.
- Agreed access to discipline-related and cross-discipline lectures/seminars on undergraduate and post-graduate programmes.
- Attendance at Gallery events, Research days and other appropriate AUB events.

Course Aims

General aims are to produce Master's graduates with:

1. The ability to apply originality to the production of photographic solutions for commercial contexts that positions them as a future leader in the field.

2. An in-depth understanding as to how their practice is informed by current and established critical debates in photography and applied discourses.

3. A continuing investment into the methodical investigation of emerging imaging technologies and professional practices in order to be able to respond effectively to creative and entrepreneurial opportunities.

4. The ability to exercise personal decision making in the production of innovative work that extends their practice, challenges and exceeds stakeholders' expectations, and communicates complex ideas to a wider audience.

5. A high level of transferable professional skills such as enterprise, networking, self-promotion and small business marketing, and the ability to determine their career progression.

6. The ability to critically evaluate and develop research and practice to a comprehensive level for the undertaking of advanced employment opportunities or further study at Doctoral level.

Course Outcomes

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

1. Produce complex and advanced work that is informed by critical debates at the forefront of the discipline, and evidences originality in the application of ideas.

2. Demonstrate a comprehensive understanding of photographic genres and commercial contexts, and communicate effectively through the presentation of visual outcomes to targeted and wider audiences.

3. Demonstrate and apply in-depth conceptual, practical and professional understanding of current practices and techniques to innovative commercial outcomes.

4. Critically reflect upon your work in order to direct and advance your professional practice through the development of high-level image making skills.

5. Act autonomously in the production of solutions to complex problems, and advance your career through the continued development of entrepreneurial skills.

6. Advance your knowledge and understanding through continued critical reflection and autonomous learning in order to produce highly effective advanced commercial outcomes or undertake PhD study.

Reference Points

UK Quality Code for higher education, including:
- QAA Master's Degree Characteristics 2010
- Framework for Higher Education Qualifications (FHEQ)

AUB Regulatory Framework and Postgraduate Assessment Regulations
AUB Creative Learning Plan
AUB Strategic Plan
AUB Employability Framework

Learning, Teaching and Assessment

The MA Commercial Photography course consists of formal teaching (lectures, seminars, workshops), group critiques of work-in-progress and tutorial support. You will receive specialist support depending on your Study Plan, which is driven by your own interests and direction. The holistic approach to the MA Commercial Photography course is one in which practice, theory or professional studies are seen as a whole and therefore it is essential to engage with staff, other students and guest speakers. Through making wider contact with the industry and functioning as an independent learner and pursuing self-directed study you will be able to place yourself and understand your relationship to others in the field.

Developing as a professional photographer requires a balance of individualised creative skills and open-minded collaborative working and we believe that the environment at the AUB enables this synthesis to happen. This synthesis is inherent in our Creative Learning Plan:

> *The philosophy of a maker culture states that learning should be participatory, experimental, risky, collaborative, self-directed, innovative, networked, peer led and should be respectful of the processes of making as well as of the final creative output, (page 1).*

This interconnection between fellow students importantly extends to our network of alumni, many of whom are highly successful and well respected professionals. Together the mentors and alumni will make a significant contribution to the learning environment and in doing so meet the objectives of the Strategic Plan as they are able to assist in:

> *Developing our professional links with the industry, (Aims page1).*
>
> *Developing distinctive curricula and learning resources linked to the creative industries, (Aims page1).*

These outside industry connections will encourage the course team and students in:

> *Responding with an entrepreneurial and innovative attitude in all that we do.*
>
> *Producing graduates and enterprising students who are sought after by leading players in industry.*

Peer Learning and Group Work

While students at undergraduate level are encouraged to learn through their peers, at MA level this is an imperative. Each member of the MA cohort is an active participant in learning and through this, the sharing of good practice is established. In combined sessions MA students from other programmes will have the potential to work together to deliver student-led seminars and presentations on topics that arise from the seminars. In discipline-specific group meetings, students and staff have the opportunity to discuss the issues at the forefront of their discipline. Full-time and part-time modes of study will be integrated where possible as this makes a positive contribution to the individual student's learning experience. The diverse nature of full-time and part-time students leads to the integration of a wide range of approaches and experiences to practice and theory.

Lectures and Gallery Talks

Lectures are used to focus on issues and provide information for you as you progress through the course. They are generally followed by question and answer sessions. Gallery talks usually take the form of an event supporting an exhibition and would include a presentation of work and/or dialogue with exhibitors that are drawn from a broad range of practitioners – such as artists, photographers, performers, designers, crafts persons, writers, critics and curators.

Seminars
Seminars are important opportunities for generating dialogue and interrogating practice. These explore issues related to practice in context and opportunities follow with student-led response seminars for specific aspects, issues or areas of individual and/or collective inquiry to be developed in detail.

Tutorials
Supervisors ensure that all students receive tutorials, academic guidance and pastoral care. Tutorials provide an opportunity to discuss your individual progress on the unit and on the course. They are used to air specific issues raised through the work, provide critical observation and recommend new direction and research strategies. The tutorial following a formal assessment is known as an assessment feedback tutorial. Work related tutorials may be provided to you by a tutor delegated from another course if appropriate.

Group Criticism
Group criticism involves all students and forms distinctive learning and teaching points in the year. These events may occasionally be led by a visiting lecturer (see below) and supported by the MA Course Leader and other MA course tutors. Discussion primarily focuses on the individual work produced and takes place mid-way through and at the end of each unit.

Visiting Professionals
The course invites several visiting professionals to contribute to the discussion in seminars and group criticism. Students from both BA and MA programmes will be able to access the photography visiting lecturer programme in which visiting practitioners describe and discuss their work and maintain a lively and current debate.

Industry Liaison Groups
Set up to recognise the importance of maintaining awareness of current developments/practices within the professional workplace and as a pro-active element with subsequent influence on curriculum design, and meeting at individually predetermined points throughout the academic year, Industry Liaison Groups comprise of members drawn from professional practice and organisations, AUB academic staff, AUB technical support staff, AUB alumni and representatives from the student cohort. Their aim is to support and advise on matters relating to student progression into the work environment and they play a significant role in informing course reviews, course revalidation and the development of the professional aspects that are intrinsic to particular course units.

As an informal group, the industry related members, in view of personal commitments, do not necessarily attend every meeting, rather, an organic approach is adopted where different ‘voices’ are invited to be involved. The revolving nature of the group can in this way bring a more enlightened and diverse range of conversations and sharing of views.

Study Visits
These involve visits to galleries and museums, trade fairs, biennales and design practices here in the UK, the EU and worldwide. There are added costs notified in advance of the visit. Student attendance at academic and discipline specific conferences is encouraged.

Using technology to assist learning
The University is systematically developing technology-enhanced approaches to learning. AUB learning technology provides access to a full range of course documentation and provides an effective mechanism for the maintenance of course and broader institutional communication.

Full and Part Time Modes of Study

The full-time and part-time modes of study are linked in order for both groups to interconnect and generate a vibrant post-graduate course community. The programme is driven by the individual student's research and practice. Whether they are studying full-time or part-time, they will negotiate with their supervisor how to contextualise their research interests within the structure of the course.

There are many of points of contact between full-time and part-time students, and there are also points at which they diverge. During these periods the part-time students are required to work independently. Autonomous learning is an underlying principle of post-graduate study and students opting for the part-time route allow themselves further space in which to develop their practice and thinking. Both full-time and part-time students' progress is monitored regularly via the tutorial system and through interim group critiques. The course seeks a specific commitment from students in which they are able to balance periods of independent study with the demands of seminars, discussions, group critiques, tutorials and presentations.

The part-time and full-time critiques and presentations will be held together whenever possible to encourage the exchange of ideas and views. Through such activities both of the two modes of study will make a positive contribution to the course by enriching individuals' learning experiences. The study modes are likely to attract different types of applicants and this will lead to the integration of a wide range of approaches and experiences to practice and theory. Students could range from experienced photographers wishing to update their practice or refocus their career to a recent graduate with interests in cutting edge industry methods and the application of social networks for the dissemination of work. The course is committed to developing a broad base of students all able to make valuable contributions based on their differing perspectives, which will enhance the experience of the whole cohort. Therefore the structure of the course encourages valuable knowledge transfer enriching both groups' potential for career and creative development.

All new full-time and part-time cohorts will be welcomed by existing part-time students in their second year of study and will be able to learn from their experiences of the course and of the University.

Study Hours: The designated weekly study hours for part-time students are half of those for full-time students, and for reasons of parity, access to Subject Area resources and academic support must be understood commensurately. The longer study periods (x2) of each unit for part-time students ensures that parity is clearly evident and accounted for between the two modes of study. In this way, the overall study hours and proportionate access for each unit sustains parity of experience for both modes.

Contact Time: Full-time MA students will have one to two days contact a week with a tutor, depending upon the week through the 45 weeks of the course. Part-Time students will have one day a week contact for the first 15 weeks of the course and then one day every other week for the remainder of the course, which is 90 weeks in total. Contact time with a tutor is stated on a weekly basis in the course timetable online and in print in the unit handbooks.

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, we will inform you of what you are expected to learn; what you have to submit; how your work will be assessed; and the deadline for presenting your work for assessment. This is made available through Unit Information, which is on your course blog.

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 62, 65, 68). These marks correspond to a low, mid, and high level of achievement within each grade band.

All learning outcomes must be passed to successfully complete the unit.

Formative assessment provides feedback that will help you to develop your learning. It should be seen as 'ongoing' assessment in the sense that it enables you to pinpoint strengths and weaknesses and address them appropriately. Formative assessment may take place in tutorials, seminars, critiques and other discussions about your work.

Summative assessment generally takes place at the end of a unit of study. It is an overall evaluation of your acquisition of the skills and knowledge developed in that part of the course.

There will be specific tutorials and formative assessment events once per term to make you fully aware of your progress on the course and monitor your development.

The MA Commercial Photography course assesses you by examining your practical work in photography, but also how you interrogate and critically contextualise your practice. You are also expected to engage fully in the professional arena appropriate to your specialist practice. This means that you produce a body of practical work (though exactly what form this takes will be by negotiation), along with contextual documentation, and other written material that analyses, reflects and evidences your study.

Distinction

A Master's Degree with Distinction may be awarded. Only units at Level 7 contribute towards the determination of a Distinction.

For further information on assessment and awards, and the criteria for the award of Distinction please visit: https://viewpoint.aub.ac.uk

Course Structure

All students are registered for the award of Master of Arts; however exit awards are available if you leave the course early. If you successfully complete a level of the course, you will automatically be entitled to progress to the next level.

For the award of Postgraduate Certificate (PGCert) you must have achieved a minimum of 60 credits at Level 7; and any specific requirements of the course as outlined in the Course Handbook.

For the award of Postgraduate Diploma (PGDip), you must have achieved a minimum of 120 credits at Level 7; and any specific requirements of the course as outlined in the Course Handbook.

For the award of Master of Arts (MA), you must have achieved 180 credits, of which a minimum of 120 credits must be at Level 7; and any specific requirements of the course as outlined in the Course Handbook.

Course Content

The course structure allows for a flexibility of approach, as the Commercial Photography Master's students are creative practitioners in the broadest sense of the term, as their practice will include a wide range of creative engagements. Some will be involved with emerging technologies not typically associated with stills orientated commercial capture but are increasingly demanded of the contemporary practitioner. Other students will be engaged in much more traditional activities in which technology is less significant, such as documentary photography. Either way, the students will hone their own visual identity and creative branding, as practicing commercial photographers.

The MA Commercial Photography course offers the opportunity to study in the genres of advertising, fashion, editorial, portrait or documentary photography, whichever genre the student chooses to pursue will define their experience of the course. In each genre they will develop a systematic and comprehensive understanding of techniques and knowledge relevant to that specialism combined with a critical awareness of developments in that area of professional practice.

These specialist areas of study will be supported by the staff team, who have extensive commercial experience and specialist knowledge. Several of the staff are leading practitioners in their field with decades of commercial experience. In addition there will be a team of well-known and respected industry practitioners including photographers and associated roles such as agents and picture editors, to act as mentors and visiting tutors. The range of skills and specialist knowledge offered by this combination of academic staff, visiting tutors and mentors, provides any MA Commercial Photography student with a wealth of knowledge and experience to guide their study and shape their future career. These specialist staff will be assigned appropriately to the students to guide and refine their development.

Commercial Photography draws upon many subjects including Graphic Design, Illustration, Film, Animation, Fine Art and Fashion all of which are AUB Masters programmes. Thus the AUB Masters community offers an outstanding opportunity for collaboration within a post-graduate context and encourages links that may well develop further after graduation. Combined events on common themes that cross over the various MA programmes will be offered whenever possible and these will also provide an opportunity for networking and collaboration.

The course will encourage students to make industrial links and work on live projects as part of their Master's study. This may include students working very closely with external organisations to achieve a highly creative post-graduate level outcome and possibly make industrial links that continue post-graduation.

The course is structured in a way that learning develops systematically and with emphasis on independent study that will lead to continuing personal and professional development. Digital technologies have driven an ever-increasing trend towards the blurring of boundaries between the various art practices and this has presented challenges and opportunities for today's professional photographic practitioners. The MA Commercial Photography course encourages the appropriate use of frontier technologies and will support this where possible.

Although the course comprises of three units (listed below) these should be seen as one integrated body of study. Depending upon your own individual approach you will be given the opportunity to run one major project across *Master's Project 1 and Master's Project 2*, or produce a different project for each unit. Each Master's project will be assessed separately so a project that runs over the two will be assessed in two equal parts. Students will develop projects through individual tutorial support and in agreement with their Supervisor, but collaborative skills are essential, leading to the development of innovative and creative solutions.

The course is project focused and briefs are negotiated with your Supervisor. The course builds towards the completion of a major body of work through self-initiated practical assignments, which are supported by written commentaries.

Course Units

Unit Codes		Unit Titles	Weighting
F/T	**P/T**		
PYF760	PYP760	**Redefining Practice:** Methodologies, Contexts and Experimentation	60
PYF761	PYP761	**Master's Project 1:** Investigation & Exploration	60
PYF762	PYP762	**Master's Project 2:** Resolution, Presentation and Evaluation	60

Course Diagram

This diagram shows the proposed start/end dates for each unit and shows teaching weeks only; holiday periods are not included. Further information on the structure of each unit will be included in the online Unit Information which is available on your course blog.

<table>
<tr><td></td><td colspan="12">Level 7 full-time mode of study (45 weeks-over 53 weeks)</td></tr>
<tr><td></td><td colspan="4">Trimester One</td><td colspan="4">Trimester Two</td><td colspan="4">Trimester Three</td></tr>
<tr><td></td><td>OCT</td><td>NOV</td><td>DEC</td><td>JAN</td><td>FEB</td><td>MAR</td><td>APR</td><td>MAY</td><td>JUNE</td><td>JULY</td><td>AUG</td><td>SEP</td></tr>
<tr><td>0</td><td colspan="4">Weeks 1-15</td><td colspan="4">Weeks 16-30</td><td colspan="4">Weeks 31-45</td></tr>
<tr><td>Induction</td><td colspan="3">PYF760 Redefining Practice
(60 credits)</td><td>Assessment</td><td colspan="3">PYF761 Master’s Project 1
(60 credits)</td><td>Assessment</td><td colspan="3">PYF762 Master’s Project 2
(60 credits)</td><td>Assessment</td></tr>
</table>

Level 7 Part-time mode of study (90 weeks – over 105 weeks) YEAR ONE												
Trimester One				**Trimester Two**				**Trimester Three**				
OCT	NOV	DEC	JAN	FEB	MAR	APR	MAY	JUNE	JULY	AUG	SEP	
Weeks 1-15				Weeks 16-30				Weeks 31-45				
PYP760 Redefining Practice (60 credits)								Assessment	**PYP761 Master's Project 1 (60 credits)**			

Level 7 Part-time mode of study (90 weeks – over 105 weeks) YEAR TWO												
Trimester One				**Trimester Two**				**Trimester Three**				
OCT	NOV	DEC	JAN	FEB	MAR	APR	MAY	JUNE	JULY	AUG	SEP	
Weeks 46-60				Weeks 61-75				Weeks 76-90				
PYP761 Master's Project 1 *continued* (60 credits)				Assessment	**PYP762 Master's Project 2 (60 credits)**							Assessment

Resources

Specialist resources:

The course has access to the extensive dedicated photographic department comprising of studios, darkrooms, classrooms, meeting areas and a lecture theatre.

There are seven dedicated studios, which are equipped with the latest Broncolor and Profoto lighting. Each studio has a stand-alone Mac computer to allow tethered working with either digital backs or DSLR cameras. Bowens and Profoto lighting equipment are also available for location use.

Analogue photography is supported in the department with recently updated colour and black and white film processing, and darkroom facilities. The photographic staff and students are supported by discipline-dedicated Technician Demonstrators and a Senior Technician.

Digital SLRs are available to book out in the studio and on location, including full frame Nikons and Canons. Hasselblad H4/H5 and Phase One P30+ 32.5 Megapixel digital backs can also be used in the studio.

The photography department has benefited from a major building extension providing large student meeting areas (The Photography Hub), two teaching rooms, and two state of the art digital suites. High-end inkjet printing is available in the digital suites and there is a 30inch-wide digital Chromira printing system in the department, which matches the quality of the very best London photographic laboratories. The digital workstations are equipped with the latest Adobe software, matching industry standards.

With the addition of the new three-storey photography extension, the course benefits from an impressive learning environment that encompasses the very best of analogue and digital practices, and provides welcoming areas to socialise, collaborate and learn.

University 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 AUB'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.

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's facilities include computers, a viewing room, and a silent reading room.

The Library consistently receives high scores in both the in-house and national student surveys which are carried out annually.

Digital Learning Resources

The University provides a range of computing hardware and software applications for use in general purpose locations such as the library and computer studios, as well as high quality and specialist resources linked to subject specialisation. You will be able to use Microsoft Office and Adobe Creative Suite on the majority of computers in the University and have access to industry standard digital resources and computing appropriate for your subject in course areas.

We have a comprehensive wireless network and our new virtual learning environment (VLE) can be used on desktop, laptop and mobile devices. The VLE, called MyAUB, provides a customisable portal to a variety of course and university related information including timetables, email, course handbooks, resource booking and online learning materials.

Support for digital learning resources is provided by a network of University staff. Course related equipment is cared for by Technician Demonstrators and library information resources is supported by library staff. General computing support and advice on your own equipment is provided by our Digital Campus Services Team who provide a servicedesk facility. The Service Desk is located in the Library, and their email address is: servicedesk@aub.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 Arts University 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 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 MoDiP website (www.modip.ac.uk).

TheGallery

TheGallery is a major resource for contemporary visual art at Arts University 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.

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

The University also has a team of Study Skills Tutors who can support you with your academic work such as essays, dissertations and presentations. This service is available to all students to access. You can book tutorials for individual or group sessions at the Student Services reception. The team also run regular lunchtime study skills workshops and drop in sessions which can help support you in your studies.

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 and Employability Service within the University 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 appointments, as well as advice on job seeking strategies, CVs and interview skills, self-employment / freelancing, and further study opportunities.

The Senior Employability 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 and Employability intranet pages (Viewpoint) and on the Student Services notice boards.

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

For more information, or to make an appointment, please contact careers@aub.ac.uk or call +44 1202 363355. You can also drop in to Student Services on campus between 8.30am and 5pm, Monday to Thursday, and between 8.30am and 4.30pm on a Friday.

Support for students with disabilities (including dyslexia)

The Arts University 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 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. 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. The Wellbeing service is a free and confidential service offered by the University to all students. The Senior Wellbeing Officer is based in Student Services and is able to provide specialist advice, information and practical strategies to help students manage personal concerns or concerns they may have for a friend. Accessing the wellbeing service at an early stage may prevent more serious issues developing and help students to feel more in control of their situation.

The Arts University Bournemouth has a duty to anticipate the needs of disabled students, and to make "reasonable adjustments" to ensure that these students can access education and related services. If you feel that some aspect of the learning, teaching or assessment on your course places you at a disadvantage because of your disability, please contact the Senior Disability Officer within Student Services, who will be happy to work with you and your course team to identify any appropriate reasonable adjustments. Contact wellbeing@aub.ac.uk or telephone 01202 363291.

Academic support for students for whom English is a second language

If English is not your first language, AUB has a team of specialist English for Academic Purposes (EAP) lecturers who provide personalised guidance and support with the academic aspects of your course. You can book tutorials with them for individual assistance.

At the beginning of your course you will be invited to complete an academic skills needs assessment. One of our English for Academic Purposes (EAP) team will review this with you in a follow-up tutorial. If you feel you would benefit from additional advice and 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 use of academic language and study skills. This may, for example, include helping you to develop strategies for interpreting assignment briefs, working on the structure of your written work or developing your proof-reading skills. Your Individual Learning Plan will be reviewed periodically and shared with your course tutor, if requested, so that they are aware of the work you are doing to improve your use of language and study skills.

Throughout the academic year the EAP service also offers Study Skills Workshops. Further details can be found at:
http://aub.ac.uk/international/english-not-first-language/international-student-support/

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. Talking to a counsellor in a safe, non-judgemental and confidential setting can enable you to work through your problems with the aim of reaching a solution. Students wanting to access the service can book by email, phone or by coming into the Student Services reception. The AUB Counselling Service is student focused and we offer single therapeutic sessions with a counsellor for one hour. If your situation is very urgent and you are extremely emotionally distressed, we also have a crisis support service where the aim is that one of our counsellors or the Wellbeing Officer will see you as soon as possible.

Pastoral support is also available from the AUB Chaplaincy. The Chaplaincy at Arts University 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.

Monitoring the quality of your course

The course is subject to the University'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 remains up to date, and is

preparing you for a career within the creative industries while also delivering a high quality student experience.

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 University. 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 Bournemouth was granted taught degree awarding powers by the Privy Council in 2008; and University status was conferred in 2013. All students on taught higher education courses are enrolled on a course validated by the University.

A new Teaching Excellence Framework has been introduced to recognise excellent teaching. AUB was given a Gold award, reflecting the high quality of the academic student experience.

The University 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.

More detailed information is available in the HE Student Regulations, Viewpoint and on your course blog