



University of Chester

Programme Specification
Photography BA (Hons) (Level 6 only)
2020 - 2021

1. Final Award

Bachelor of Arts (Level 6 only)

2. Programme Title

Photography

3. Internal Programme Title

Photography (Further Learning Top-up)

4. Intermediate / Exit Awards

4a. Award

4b. Title

5. Awarding Institution / Body

University of Chester

6. Programme Delivered By

Further Learning Group

7. Location of Delivery

Online / Blended learning

8. Framework

Undergraduate Modular Programme

9. Mode of Study

Part-time

10. Forms of Study

Distance,

11. Normal length of study

One-Two years

12. Maximum length of study

3 Years

13. Frequency of intake / starting month

Variable - Variable

14. UCAS Code

N/A

15. JACS Code

HECoS code 100063

16. Disclosure and Barring Service (DBS) Check Required?

No

17. Faculty & Department

17a. Faculty	17b. Department
Arts and Humanities	Art and Design

18. Subject Benchmarking Group

Art and Design (QAA, 2017)

19. Professional Recognition By (if applicable)

None

20. Name of Module Assessment Board (MAB)

TBC

21. Date of Approval

Tuesday 12th May 2020

22. Educational Aims of the Programme

The Photography (Top-Up) programme is intended to prepare students for a career in photography, either within employment, freelance or other industry-related area. Students will develop the knowledge and skills that are relevant to professional practice in photography within employment as well as private practice, while harnessing their creativity and enabling them to contribute to culture, society, and the economy. The programme will place particular emphasis on the student developing their own area of speciality which will allow them to find a niche within the competitive visual communications industry.

This Photography (Top-Up) programme aims to:

1. equip students with the ability to apply and continuously develop their technical knowledge and practical skills within complex and challenging contexts.
2. support and encourage students to develop their own visual language to communicate their vision with personality, skill and intellectual meaning.
3. enable students to positively contribute to culture, society, and the economy from within their chosen photographic speciality.
4. provide a student experience that fosters autonomy, individuality and creativity and promotes accountability for their achievements.
5. foster independent learning and enquiry and encourage critical self-awareness and independent judgement.
6. equip students with the confidence and courage to make sound judgments based on extensive enquiry, evaluation and analysis of facts, concepts, and research data.
7. nurture skills of critical enquiry, investigation and analysis of a range of different sources and utilise the outcome for the development of creative and thought-provoking photographic output.
8. provide an environment that allows students to become independent thinkers and creative art practitioners.

23. Programme Outcomes

Knowledge and Understanding

Key areas for this programme are a critical understanding of Photography practice and the application of appropriate criteria for evaluating photographic outcomes; to articulate, synthesise and generate knowledge and understanding in effective ways. By the end of the programme students will have the knowledge and understanding:

- of the wider historical sociological and cultural contexts and dimensions through which photography developed [AR6301, AR6302, AR6303]
- of the major developments in the use of technologies, processes, practices and media in photography. [AR6301, AR6302, AR6303]
- of the potential ethical, social and cultural issues that arise as a consequence of a photographer's practice. [AR6301, AR6302, AR6303]
- of how research, analysis, evaluation and interpretation inform ideas and final output. [AR6301, AR6302]
- of the appropriate methods, sources, materials and techniques needed to inform selection. [AR6301, AR6302, AR6303]

Cognitive Skills

Students will demonstrate a sound application of analytical, critical and descriptive language and enter into reasoned and substantiated review and reflection. By the end of the programme students will have the cognitive and intellectual skills to:

- effectively analyse, debate and reason their outcomes for practical and written work in a variety of contexts related to photography. [AR6301, AR6302, AR6303]
- adapt and develop current knowledge to identify, define and solve complex problems in unfamiliar contexts. [AR6301, AR6302]
- critically analyse and interpret information to inform ideas and concepts. [AR6301, AR6302, AR6303]
- demonstrate their ability to synthesise information, knowledge and contexts to arrive at coherent concepts. [AR6301, AR6302, AR6303]
- critically analyse and evaluate a variety of complex findings from robust sources to form conclusions and formulate reasoned and substantiated recommendations that are unbiased and fact based. [AR6303, AR6301]
- utilise their understanding of photographic theory, practice and processes to make unique and creative images. [AR6301]

Practical and Professional Skills

Practical and professional skills are embedded throughout all aspects of the programme. Students will be required to manage their time effectively and present professional level presentations. By the end of the programme Practical and Professional skills to:

- explore and utilise a variety of equipment and processes to arrive at distinct and individual solutions. [AR6301, AR6302]
- apply appropriate methods, processes and techniques to realise intended outcomes. [AR6301, AR6302]
- produce a portfolio of work at a level appropriate for submission to a prospective employer, customer or client. [AR6301]
- apply practical intelligence, creativity and inventiveness with a clear focus on project briefs and constraints to create appropriate output. [AR6301, AR6302, AR6303]

- demonstrate a sophisticated level of understanding and practical application of professional codes of conduct relevant to the photography industry. [AR6301, AR6302]
- be able to plan and manage photographic assignments autonomously in response to a range of challenging client briefs. [AR6301, AR6302]
- flexibly and creatively identify and solve complex problems. [AR6301, AR6302]
- utilise their understanding of photographic theory, practice and processes to make unique and creative images. [AR6301]
- initiate self-directed and independent learning using feedback to analyse and develop their own abilities and to provide revised alternative solutions for outcomes. [AR6301, AR6302, AR6303]
- independently and responsibly organise and manage their own schedule of work and meet deadlines. [AR6301, AR6302, AR6303]

Communication Skills

The effective communication of ideas and the articulation of knowledge synthesized are key criteria within the programme. Students will present and defend their work verbally and through written reports and essays which should demonstrate refined critical writing ability. By the end of this programme students will have communication skills to:

- engage with other members of the industry in a collaborative and effective manner. [AR6302]
- identify and communicate creative intentions with passion and clarity. [AR6301, AR6302]
- be able to confidently and professionally present work to a client/target audience, using appropriate media and subject-specific terminology and to debate the outcome. [AR6301, AR6302, AR6303]
- have the confidence and resilience needed to engage with and learn from the feedback of others. [AR6301, AR6302]
- apply to their interpersonal skills to build professional client relationships and to communicate effectively with others in a wide range of professional scenarios. [AR6302]
- clearly and articulately demonstrate the ability to communicate ideas and critically reflect on these. [AR6301, AR6302, AR6303]

24. Programme Structure and Features; Levels, Modules, Credits and Awards

24a. Programme Structure and Features (levels, modules, credits, awards)

The Photography (Top-Up) Level 6 BA (Hons) Degree is designed as a progression route for holders of a Higher National Diploma or a Foundation Degree, in the area of photography, or the equivalent.

It is comprised of three compulsory modules (40, 60 and 20 credit modules) for a total of 120 credits and a Total Qualification Time of 1200 hours.

The dissertation module will allow the student to deepen their investigative research skills, conduct a literature review and hone their academic writing skills. They decide on a research hypothesis of their choosing and the research findings from the dissertation will inform the student's work in the major project module. The research findings from the dissertation will inform the student's work in the major project module.

The major project module allows students to focus on a specialist area of their choice which will result in a substantial body of work and the generation of a publication. The final exhibition module gives students the scope to exhibit their final photographic output in a manner and context that represents their subject choice and genre. The exhibit and publication provide the opportunity for students to showcase their technical and creative abilities and strengths to gain industry recognition and potential work.

Dissertation

This module allows students to undertake a substantial piece of research into a subject or genre of their choice within the area of photography. The chosen topic or genre should be of particular interest to the student and allow them the scope to undertake meaningful research. The subject of the dissertation will be agreed with a tutor prior to starting and students will be encouraged to link the research with their major project however this is optional. The dissertation should be illustrated and approximately 8000 words.

Major Project

Students are encouraged to use this module as an opportunity to create a body of work which is representative of their specific area of interest and career goals. In consultation with their tutor they will choose a theme and subject for their study. The research which was undertaken in the dissertation should inform and underpin the chosen fine art photography subject. Students are encouraged to embrace their artistic and creative abilities and to push the boundaries of conventional photography. A visual diary will map the progress of the study and a publication of work will be the final output.

The Exhibition

This module is the culmination of the student's work for the year and takes the form of a physical exhibition of work. Students may complete an online exhibition if it is justifiable to do so based on their creative and professional intentions. It is the student's opportunity to collaborate with other industry professionals to bring together the final presentation of their year's work. The format which the exhibition takes is optional and can be physical or virtual, but project management skills and effective collaboration with stakeholders is key. The envisaged audience of the exhibition are peers, potential customers, employers and other industry professionals.

24b. Module Structure

Mod-Code	Level	Title	Credit	Single
AR6301	6	Major Project Photography	60	Comp
AR6302	6	The Exhibition	20	Comp
AR6303	6	Dissertation	40	Comp

24c. Credit Accumulation

Level 6: A student who has completed the Level 6 BA (Hons) in Photography (Top-Up) will have accumulated 360 credits (240 credits carried forward from a HND/Foundation Degree and 120 credits from the Top-Up), and will be eligible for the award of an honours degree.

24d. Details of any derogation from University Regulations (if applicable)

None

25. Professional Body Requirements (if applicable)

None

26. Admission Requirements

A Higher National Diploma or Foundation Degree in the area of photography, or the equivalent. Note: Applicants may be required to attend a virtual interview for portfolio review.

27. Subject Benchmark Statements

The BA (Hons) in Photography (Top-Up) reflects the Subject Benchmark Statement for Art & Design (February 2017) and the Frameworks for Higher Education Qualifications (October 2014), both available from the QAA website (www.qaa.ac.uk).

Level 6 is consistent with FHEQ honours level, where graduates "*will have developed an understanding of a complex body of knowledge, some of it at the current boundaries of an academic discipline. Through this, the holder will have developed analytical techniques and problem-solving skills that can be applied in many types of employment. The holder of such a qualification will be able to evaluate evidence, arguments and assumptions, to reach sound judgements and to communicate them effectively. Holders of a bachelor's degree with honours should have the qualities needed for employment in situations requiring the exercise of personal responsibility, and decision-making in complex and unpredictable circumstances.*"

28. Learning, Teaching and Assessment Methods

Students are assessed through online assessments that are delivered and submitted through the Online Learning Centre - a secure, proprietary learning platform developed for Further Learning Group. The assessment methods to be used will include the following:

- Written work (e.g. essays, blogs, dissertation)
- Visual diary
- Presentations/digital recordings
- Photographic output (images)
- Photographic publication (photographic book, magazine, etc.)
- Photography exhibition (physical or virtual)

Each module will be assessed through multiple assessment components. These assessment components will be submitted through the Online Learning Centre for review from a designated tutor. Each assessment component carries a designated weighting contributing to the total mark for the module which are given as percentages.

All modules provide for a combination of assignment deliverables to be assessed formatively, with diagnostic assessment conducted through tutor-student interactions and feedback. Summative assessment will be staged at strategic points throughout each module with the submission of assessment components. Assessment strategy and assessment component details are evidenced in the module descriptors - specifically sections 11, 12 and 13. At the end of each component, the student receives summative feedback and a provisional grade.

Each student will be designated a tutor. This tutor will be the student's main source of support throughout their course. Students will receive feedback from different tutors who are industry experts, active within the interior design industry, and are particularly knowledgeable and experienced in topics relevant to the student's chosen specialist area.

One-to-one/small group tutorial support from a senior tutor via an online meeting platform (i.e. whereby.com) will also be a feature of the programme. Students will also have the opportunity to avail of support from the

Student Services Team who are trained in QA Policies and Procedures, use of the Online Learning System and the Harvard Referencing and Citation System.

The Online Learning Centre (OLC) will be a valuable resource for students through which they can access course materials, including written content and video tutorials relevant to each module of the programme. Collaborative learning is encouraged through the OLC's Student Forum, allowing students to communicate with their tutors and other students, and through an online meeting platform (i.e. whereby.com). The students will also have access to a relevant online library resource (e.g. Bloomsbury Design Library).

Students will be expected to manage their time effectively and to complete their modules within the maximum time frames provided. They will be expected to conduct primary and secondary research outside of what is provided within the course material and resources in order to fully understand the specifics of the area of industry that they are interested in.

29. Careers and Employability

This programme prepares students for a career in the photography industry, equipping students with knowledge and skills applicable to a wide range of areas. The Photography (Top-Up) programme encourages students to specialise in a specific area of interest, thereby creating a very robust and effective portfolio of work to show prospective employers, industry leaders, peers and customers.

30. Equality

The Academy is committed to the promotion of diversity, equality and inclusion in all its forms; through different ideas and perspectives, age, disability, gender reassignment, marriage and civil partnership, pregnancy and maternity, race, religion or belief, sex and sexual orientation.

We are committed to ensuring that Students have equal opportunity to access assessments and qualifications, and a fair and consistent assessment process. We have an Equal Opportunities policy and a Widening Participation policy.

31. Additional Information