

## COURSE SPECIFICATION

Course Aim and Title	Photography & Moving Image
Intermediate Awards Available	CertHE
Teaching Institution(s)	Barking & Dagenham College (BDC) on campus
Alternative Teaching Institutions (for local arrangements see final section of this specification)	CertHE (UEL)
UEL Academic School	Architecture, Computing & Engineering
UCAS Code	W512
Professional Body Accreditation	N/A
Relevant QAA Benchmark Statements	Art & Design
Additional Versions of this Course	N/A
Date Specification Last Updated	August 2021

## Course Aims and Learning Outcomes

The CertHE and DipHE Photography & Moving Image programmes will offer a unique and modern curriculum in still and moving image. The industry is in a constant flux of movement both as a result of technological advancements and the way the world is adapting to Covid-19. The programme will prepare students for an exciting and progressive global career in still and moving image, print and online, and the demands for a greater user experience through storytelling and narrative. The course will introduce students to the emerging technology of Extended Reality, one of the ways the industry is moving towards a more experiential and participatory experience across media platforms.

We are experiencing an ever-increasing synergy between stills and moving image photography. Whilst film in the cinematographic context will remain an area of expertise within a film and television industry orbit, the shift to digital platforms of communication and dissemination has and will keep blurring the line between stills photography and 'moving image' the latter denoting a myriad of formats of short form video content. From documentary and news photography to commercial, fashion and art production the ability to cross over once separate fields is now a mainstay and is only going to increase with the changes taking place in the way we disseminate and consume communications.

A graduates' ability to adapt and to an increasingly changing workplace is key. Being able to combine skills, having the language and basic knowledge to communicate and collaborate with professionals in related disciplines and cross-over into other areas of image making such as graphic design, web-design, film, editing and post-production will increase students' success in this dynamic field.

The programme is run by experienced academic staff who are also practicing in the industry. It will be supported by a programme of visiting guest lectures, workshops and collaborations. The programme will encourage a multi-disciplinary approach to creative learning, working across all disciplines in the college and externally.

Trips and visits to practitioners, institutions and creative outlets will engage students with what's going on in the industry and will provide links for networking, collaboration and work experience opportunities.

This is a progressive programme, providing students with opportunities to develop personal lines of enquiry, take risks, make mistakes, and to learn to be adaptable to change through resilience and a high work ethic. This is a very exciting time in the industry and this curriculum will provide students with the platform to engage and grow into the practitioners of tomorrow.

**The modules on the course are designed to give you the opportunity for:**

- **Interdisciplinary Practice** – You will have access to wide ranging resources in photography and moving images as well as access to departments from other disciplines including fashion, animation, 3D Design and art & design, giving you access to extended learning and the opportunity to engage with a range of interdisciplinary practices, accruing fundamental core skills for working in the creative industries.
- **Collaborative Practice** – You will have opportunities to work on collaborative and inter-disciplinary projects, pin ups and exhibition opportunities throughout the course, enabling you to develop an understanding of different working practices in creative industries settings.
- **Professional Life (Mental Wealth)** – Professional practice is foregrounded in each level in a Professional Life module, preparing you for entry into the creative industries or further study. You will begin professional practice from level 4 onwards.
- **Contextual Studies**- You will gain an appreciation of contemporary cultural development and the contribution of technological innovations to visual culture. Some of the module delivery includes shared learning opportunities with other CertHE students from other disciplines.

Rather than students dropping off a 'production line' we are interested in the individual having a fresh perspective and approach (divergent thinking). Those fresh ideas can be tested, using convergent and critical thinking. It's this method that the creative industry needs its new talent have to be able to succeed in 4iR and beyond.

Each level of study is supported by a creative industry speaker series, allowing you to identify possible career paths for employability and/or entrepreneurship. You will also meet our successful photography alumni who will engage with you through talks, critiques, visits and exhibitions, allowing you to feel part of the community of East London creative practitioners and photographers. The department has international links with creatives and as a discipline operating in a global perspective you will have opportunities to engage in these practices at BDC.

### **What you will learn:**

#### **Knowledge**

- Creative approaches and experimentation with processes, techniques, forms of presentation and both analogue and digital media
  - Critical understanding of the technical, historical, theoretical and political potential of the medium
- Understanding of the collaborative nature of the medium and skills to identify, reflect and develop employability competencies and professional skills to enter the creative industries

#### **Thinking skills**

- Critical thinking and effective analysis of academic sources, conducting visual and professional research
  - How to apply analytical and research skills to the creative process
  - How to articulate coherent arguments about your practice

#### **Subject-Based Practical skills**

- Confidence in visualising ideas and briefs
- Confidence in experimenting with key photography skills, wider media technologies, and multi-disciplinary approaches to contemporary photography practice
  - Competently complete creative projects to professional outcomes
  - To create and maintain professional online portfolio/presence/ promotional skills, framed appropriately for relevant creative industry context

#### **Skills for life and work (general skills)**

- Presenting ideas and work to audiences, clients, collaborators
- Self-management skills in managing workloads and meeting deadlines
- Interpersonal, team working, collaborative and negotiation skills, arising from the creative practitioner's relationship with audiences, clients, markets, environments, users, consumers and or participants.
- Critically reflect and act on ethical considerations and professional standards



## Learning and Teaching

### **Knowledge is developed through**

- Practical workshops
- Lectures, Seminars and discussion
- Group tutorials
- One-to-one tutorials
- Knowledge-based activities with feedback
- Research skills-based activities with feedback
- Guest lectures
- Critiques and peer-review feedback
- Guided reading and independent research

### **Thinking skills are developed through**

- Reflective activities with feedback
- Research skills-based activities with feedback
- Seminars and discussion
- Practical fieldtrips
- Museum/ gallery visits /industry visits
- Presentations
- Group tutorials
- One-to-one tutorials
- Problem solving and reflection
- Writing and composition

### **Practical skills are developed through**

- Practical workshops
- Creative project work
- Portfolio development
- Guided and supported independent activities in specialist facilities (e.g. in print rooms, shoot studio, immersive studio, edit suits)
- Self-directed projects
- Work in progress critiques with feedback
- Group tutorials
- One-to-one tutorials
- Peer review feedback (in crits and presentations)
- Exhibitions
- Graduate shows
- Film Screenings



**Skills for life and work (general skills) are developed through**

- Group work and collaboration
- Planning creative projects with feedback
- Project work- independent, collaborative or self-directed
- Presentations
- Research skills-based activities with feedback
- Live briefs/ projects/ client-based projects

**Assessment**

**Knowledge** is assessed by

- Coursework
- Presentation
- Exhibition
- Pin ups and critiques
- Learning/ Research Journal/ sketchbook completion

**Thinking skills** are assessed by

- Coursework
- Written Document
- Project work
- Pinups and critiques
- Learning/ Research Journal/ sketchbook completion
- Presentation

**Practical skills** are assessed by

- Project work
- Portfolio completion
- Professional Outcome
- Quality of work
- Curatorial competence in Exhibition contexts
- Online Portfolio
- Film Screenings
- Degree Show

**Skills for life and work** (general skills) are assessed by

- Project work
- Group work
- Engagement in professional and collaborative practice
- Presentation
- Time management in relation to meeting project deadlines

Students with disabilities and/or particular learning needs should discuss assessments with the Course Leader to ensure they are able to fully engage with all assessment within the course.

## Work or Study Placements

We encourage full time students to seek work experience during their academic course, or during the summer vacations.

## Course Structure

All courses are credit-rated to help you to understand the amount and level of study that is needed.

One credit is equal to 10 hours of directed study time (this includes everything you do e.g. lecture, seminar and private study).

Credits are assigned to one of 5 levels:

- |   |   |
|---|---|
| 3 | Equivalent in standard to GCE 'A' level and is intended to prepare students for year one of an undergraduate degree course. |
| 4 | Equivalent in standard to the first year of a full-time undergraduate degree course.  |
| 5 | Equivalent in standard to the second year of a full-time undergraduate degree course.                                       |
| 6 | Equivalent in standard to the third year of a full-time undergraduate degree course.  |
| 7 | Equivalent in standard to a Master's degree.  |

Courses are made up of modules that are each credit weighted.

The module structure of this course:

<b>Level</b>	<b>Module Code</b>	<b>Module Title</b>	<b>Credit Weighting</b>	<b>Core/Option</b>	<b>Available by Distance Learning? Y/N</b>
4	VA4011	Contextual Studies	20	Core	N
4	VA4012	Practice 1	20	Core	N
4	VA4013	Experimentation and Application 1A	20	Core	N
4	VA4024	Experimentation and Application 1B	20	Core	N
4	VA4025	Research into Practice 1	20	Core	N
4	VA4026	Professional Life 1 (Mental Wealth)	20	Core	N

*Please note: Optional modules might not run every year, the course team will decide on an annual basis which options will be running, based on student demand and academic factors, in order to create the best learning experience.*

Additional detail about the course module structure:

A core module for a course is a module which a student must have passed (i.e. been awarded credit) in order to achieve the relevant named award. An optional module for a course is a module selected from a range of modules available on the course.

The overall credit-rating of this course is 120 credits. You can read the University Student Policies and Regulations on the UEL website [www.uel.ac.uk](http://www.uel.ac.uk)

### Course Specific Regulations

N/A

### Typical Duration

The expected duration of this course is 1 year full-time.

A student cannot normally continue study on a course after 4 years of study in full time mode unless exceptional circumstances apply and extenuation has been granted.

## Further Information

More information about this course is available from:

- The UEL web site ([www.uel.ac.uk](http://www.uel.ac.uk))
- The course handbook
- Module study guides
- UEL Manual of General Regulations (available on the UEL website)
- UEL Quality Manual (available on the UEL website)
- School web pages
- Instagram @photography\_bdc

All UEL courses are subject to thorough course approval procedures before we allow them to commence. We also constantly monitor, review and enhance our courses by listening to student and employer views and the views of external examiners and advisors.

### Additional costs:

You are expected to have your own camera, however all students have access to a wide range of cameras and lighting equipment from our department wide equipment stores, including high-end digital Medium-Format digital cameras, high-end DSLR cameras, analogue small, medium and large format cameras portable lighting kits at BDC. Additionally, you have access to all facilities across the photography and moving-image departments enabling you to complete coursework for assessments.

Additional costs on top of the course fee that you may incur include production and printing of coursework. This cost can depend on the output of the student and the methods used. Materials used in workshop scenarios are provided at no cost. You are encouraged to use in-house printing facilities but may need to use external sources. In-house C41 film processing is charged at a minimal cost to run the service and all other processing and print processing is provided at no cost. You will be inducted to all departmental facilities and workshops including photography and film studios, darkrooms, sound and editing suites. and in-house printing workshops, to help with production of work in-house to keep the costs down. Working with professional labs and printers/mounters/framers is, however, part of students' professional practice, providing the skills and networks students can apply to in future professional projects and career development.

The course aims each year to run a yearly optional visit abroad, if sufficient interests, where you will visit photographers, filmmakers, magazines, studios as well as other

creative institutions, take part in a cross-institutional critiques, visits to exhibitions and undertake photography/film excursions/shoots. You will be notified in advance of the visit. Past visits at BDC have included trips to Paris, Berlin and Barcelona. An average costing is approximately £300-500 including flight and accommodation. The vast majority of professional engagement visits/talks are free and organised by the department. There may be additional charges for some external optional visits, talks, and conferences.

### Alternative Locations of Delivery

This course is also taught at Barking & Dagenham College and awarded by the University of East London. Students may be asked to attend the UEL Docklands campus for collaborative sessions including induction events, joint critiques, industry talks and other collaborative opportunities.