University of the
West of England
BRISTOL

MODULE SPECIFICATION

Part 1: Information			
Module Title	Professional Practice and Work Experience in Photography 2		
Module Code	UALAQU-15-2	Level	2
For implementation from	September 2017		
UWE Credit Rating	15	ECTS Credit Rating	7.5
Faculty	ACE	Field	Lens and Moving Image
Department	Film and Journalism		
Contributes towards	BA (Hons) Photography (compulsory)		
Module type:	Project		
Pre-requisites	None		
Excluded Combinations	None		
Co- requisites	None		
Module Entry requirements	N/A		

Part 2: Description

The aim of this module is to enable students to broaden their knowledge and understanding of their area of practice in relation to the professional context; how it operates and where employment or other commercial opportunities exist. It also facilitates development of an enterprising mind-set. Delivery is focused upon the development of research skills and the evaluation of information through specific activities such as presentations and case studies. The module is designed to contribute the development of students' contextual understanding of their discipline, and focus this towards identifying personal career aspirations, means of sustainable career development, and the opportunities offered, directly and indirectly, by the industry.

During the module, students are encouraged to begin to articulate their own interests within the range of disciplines encompassed by their subject and link these to the skills and attributes required by specific professional roles. This is intended to support students in identifying their own personal direction and allowing them to make an informed use of the choices open to them in the second half of the programme through links to long-term career goals.

As directed, students will work either individually or collaboratively in small groups of like-minded individuals to generate research around the industry and professional roles as well as enterprise and entrepreneurial attributes in order to develop an illustrated case study. Each individual will then make a summative presentation to their peers about their findings at the end of the module.

Students work as individuals to develop methods of promoting themselves to their target employer/s. This includes the design and development of a CV, letter of introduction/personal statement and the design and planning of a personal on-line presence that could house an online portfolio in the future. These tasks are presented for assessment in the Professional Practice and Work Experience File along with notes on the summative presentation.

During the course of the module, students are required to address approximately 36-40 hours of their study to engagement with work experience. This could be made up of a placement or number of shorter placements or working on live briefs in a relevant area as set by the programme.

Lectures, workshops, tutorials and seminars underpin the learning process by delivering factual information and setting out issues to be considered. These offer examples and critiques of existing practice. Visiting speakers are also invited to demonstrate examples of professional working practice, and provide case studies of evolving career paths. Employer forums and portfolio surgery events are offered within and across programmes.

Support and guidelines for effective research builds on the skills introduced earlier in the course. Key headings/questions help students to focus their research into professional contexts, and use a range of research methods and approaches. Primary research, through links to professional contexts is particularly encouraged. This activity is monitored and supported through group tutorials where the sharing of information is encouraged.

UWE Careers continues to be available to all students at this stage, in relation to recruitment fairs, individual support, etc. These and other initiatives are available within and across subject areas. Students are expected to make full use of these opportunities, and evidence engagement in their assessment submissions.

Presentations and tutorial and seminar discussions allow the students to develop greater confidence in this aspect of key/transferable and professional skills. Students should have examples of their recent work and also appropriate research material (such as examples of other artists/designers/media practitioners' work) to refer to.

Part 3: Assessment

The assessment enables the student to demonstrate achievement across all the learning outcomes of the module. This assessment type has been chosen to enable students to combine a range of outputs supported by the teaching and learning and to facilitate the development of reflective learning in relation to professional practice. Formative and summative assessments are designed to provide the opportunity for students to understand and reflect upon their achievements and to support the monitoring of progress by tutors and students.

Formative assessment
Formative assessment activities involve students participating in the evaluation of presented work (their own and others') in group tutorials. All students will be expected to contribute to the critical evaluation of fellow students' work. Feedback (verbal and/or in writing) at regular points throughout the module provides students with a clear understanding of their progress and advice about how this can be improved.

Summative assessment
Students produce a Professional Practice and Work Experience File (Component A), the contents of which are confirmed in the Module Handbook.

Indicative items include evidence of the assignments, lectures, discussions and activities included in the module which students are required to respond to. It provides a place for students to collate and reflect on the material and ideas they are finding and being introduced to through the module.

The materials in the Professional Practice and Work Experience File will build on the materials students have initially developed at Level 1. As before, this may be submitted as an online presence (i.e. blog or website) and should include a log of all industry engagement, contacts and opportunities.

Within Professional Practice and Work Experience File, students will produce a Work Experience Document consisting of a 500 word reflective report of engagement undertaken, notes on research undertaken to support the report plus any relevant images.

This report will:
- Research and critically analyse chosen aspects of contemporary professional practice and apply this knowledge to the evaluation of their own strengths and career aspirations;
- recognize, explore and articulate the links between work-based learning with their academic programme (and visa versa);
- explore, identify and build on their skills, personal development and interests;
- develop a variety of transferable 'employability' skills and abilities such as time management, self presentation and reflection and research skills.

The Professional Practice and Work Experience File will also support the production of an individual visual presentation (as summative critique) which students will give to their tutors and tutor group. Students will select and present visual and/or textual material which best represents their practice and research methods and give a 10' presentation to include a Q+A.

Assessment criteria (as related to learning outcomes)

- **Research & Analysis:** The level of ability to research, analyse and reflect on information in order to establish a clear personal direction in relation to sustainable employment and/or further study; (LO1, LO2, LO3, LO6);
- **Contextual Understanding**: The level of ability to select and develop appropriate material and approaches to represent their practice effectively to a defined context/audience; (LO1, LO2, LO3, LO4, LO5, LO6);
- **Professional Engagement & communication:** Demonstrate awareness of professional attitudes and the ability to respond to requirements for progression to employment, self-employment or further study; (LO1, LO2, LO3, LO4, LO5, LO6);
- **Management and Organization**: The level of ability to organize and manage work effectively and professionally to resolve individual and collaborative tasks.LO2, LO4, LO5, LO6).

Identify final timetabled piece of assessment (component and element)	Component A	
% weighting between components A and B (Standard modules only)	**A:** **100%**	**B:**

First Sit	
Component A (controlled conditions) **Description of each element**	**Element weighting (as % of component)**
1. Professional Practice and Work Experience File	100%
Resit (further attendance at taught classes is not required)	
Component A (controlled conditions) **Description of each element**	**Element weighting (as % of component)**
1. Professional Practice and Work Experience File	100%

Part 4: Teaching and Learning Methods	
Learning Outcomes	On successful completion of this module students will be able to: 1. Research, analyze and evaluate sources of information relevant to the further development of practice &/or ambitions towards identified opportunities for employment; 2. Identify and research areas of the industry to create pathways for potential employment upon graduation and evidence strategies utilized to obtain work experience in these areas; 3. Evaluate, review and critically reflect on their own work, and the work of others in relation to professional standards and career intentions; 4. Identify and select methods of documentation and presentation in self-promotional materials and presentations to a professional standard; 5. Apply creative, enterprise and professional skills in communicating effectively with a target audience; 6. Contribute to debate, discussion, exhibition, and other organizational / collaborative initiatives to address creative, promotional and professional tasks; All assessed through Component A.

Key Information Sets Information (KIS)	
Contact Hours	**Key Information Set - Module data**

| | Number of credits for this module | | | | 15 | |

Hours to be allocated	Scheduled learning and teaching study hours	Independent study hours	Placement study hours	Allocated Hours	
150	36	114	0	150	✓

Total Assessment

The table below indicates as a percentage the total assessment of the module which constitutes a;

Written Exam: Unseen or open book written exam
Coursework: Written assignment or essay, report, dissertation, portfolio, project or in class test
Practical Exam: Oral Assessment and/or presentation, practical skills assessment, practical exam (i.e. an exam determining mastery of a technique)

Total assessment of the module:	
Written exam assessment percentage	0%
Coursework assessment percentage	100%
Practical exam assessment percentage	0%
	100%

Reading List

All students will be encouraged to make full use of the print and electronic resources available to them and through systems such as UWE online. Under the university's Copyright Licensing Agency (CLA) permit, reading packs with relevant chapters or excerpts from books will be given to students where applicable, supplied at the beginning of the module. Text excerpts from books published in the UK may also be available via UWE Online Digital Collections, where permissible, during the module period. Any core reading is available in the Bower Ashton Library and will be indicated clearly in the module brief.

Core Reading
Pritchard, L (2011) *Setting Up a Successful Photography Business.* London: Bloomsbury
Thomas, G and Ibbotson, J (2003) *Beyond the Lens.* London: Association of Photographers

Further Reading: Books
Aplin, T. (2005) *Copyright Law in the Digital Society.* Oxford: Hart Publishing.
Barrow, C. (2002) *The Complete Small Business Guide.* London: Capstone
Caves, R. (2000) *Creative Industries: contracts between arts and commerce.* Boston: Harvard University Press
Griffiths, J. (2011) *The Bigger Picture: The Essential Guide For Photographers.* London: Plain Tree Press.
Haynes, R. (2005) *Media Rights and Intellectual Property.* Edinburgh: Edinburgh University
Howkins, J. (2007) *The Creative Economy: How People Make Money From Ideas.* London: Penguin.
Negus, K. & Pickering, M. (2004) *Creativity, Communications and Cultural Value.* London: Sage.

	Further Reading: Journals Lurzer's International Archive Aperture Artists Newsletter Blueprint The British Journal of Photography Creative Review Hotshoe Photoworks Portfolio (back Issues) Source 125 **Further Reading: Websites** a-n – website for Artists Newsletter Magazine - http://www.a-n.co.uk AOP (Association of Photographers) - home.the-aop.org Arts Council of England - www.artscouncil.org.uk Arts Matrix – www.artsmatrix.org.uk BIPP (British Institute of Professional Photographers) – www.bipp.com BRAVE – www.brave.org.uk Keynote Project - www.keynote-project.co.uk Lürzer's International Archive - http://www.luerzersarchive.net Le Book - www.lebook.com/gb/ RPS (Royal Photographic Society) www.rps.org

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First CAP Approval Date	26 March 2013			
Revision CAP Approval Date *Update this row each time a change goes to CAP*	01/02/2017	Version	*2*	*Link to RIA 12231*