University of the
West of England
BRISTOL

MODULE SPECIFICATION

Part 1: Information			
Module Title	Professional Practice and Work Experience in Photography I		
Module Code	UALAQR-15-1	Level	1
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 begin to establish their understanding of their area of practice in relation to the professional context and the broad field of creative industries at a local, national and international level. It supports discussion and interaction in relation to wider aspects of creative practice, professional attitudes and learning skills and enables students to locate and develop a range of knowledge and skills required to support the development of their practice and expand their contextual understanding of their subject.

The module explores the importance of research and professional practice for students in support of their area of study, and ambitions. It develops awareness of enterprise attributes, of key transferable skills and how they might be used in a wider context. It enables students to become aware of diverse working practices to be used in their studies and further developed and established at Level 2 and Level 3. In addition, students are supported to develop understanding and methods of effective research.

Awareness of professional attitudes and approaches will be introduced throughout the module, and students will be expected to apply these in their work. Topics will include: consideration of health and safety, intellectual property, time management and organization, preparation, communication and presentation, sustainable practices and related ethical issues. Students will begin to identify opportunities for work-integrated learning opportunities and will produce self-promotional materials and CVs to enable them to apply for work experience opportunities and / or complete live briefs and apply for relevant professional experience. 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, workshop exercises and seminars will introduce students to a range of research sources (such as, library resources / on-line resources and databases / exhibitions / events / study visits / case studies /

publications) to demonstrate a diversity of approaches to research and professional practice within their area of creative practice. Library exercises and workshops involving the UWE Library introduce students to the use of book-stock, journals, catalogue systems, on-line data-bases and collections. Effective approaches to internet searches and verifying information from different sources, collecting material through visits, interviews etc will be discussed and explored through the practical activities.

Lectures, workshops and seminars also expand on professional practice issues and potential career paths to be considered through critiques of existing practice examples. Case studies will be presented as starting points for investigation. These will include examples from staff, professional practitioners and recent and past graduates. Some of these may contribute as visiting speakers. Students will consider different areas of practice and roles and the diverse range of career paths and professional opportunities these can lead to.

UWE Careers is introduced at this stage, in relation to recruitment fairs, individual support, etc. Activities supported by the service include information about placement and career development opportunities, volunteering etc. that students can participate in during their studies. Students are expected to make full use of these opportunities, and evidence engagement in their assessment submissions.

Tutorials are used to monitor and support progress. In presenting their research findings in group tutorials students are encouraged to engage in discussion and debate. Peer contribution is an important aspect of this module, learning from each other's experiences and reflecting on their own.

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 Professional Practice and Work Experience File 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 the Professional Practice and Work Experience File, students will produce a Work Experience Document consisting of a 1000 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 a visual presentation (as summative critique) to a small group of peers and staff. The visual presentation presents the students' findings and learning from the module – summarizing key outcomes. The visual presentation also identifies additional questions/areas for further exploration relevant to the individual students' professional ambitions.

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Assessment criteria (as related to learning outcomes)
- **Research & Analysis:** The level of ability to effectively use a variety of methods to research and record information and relate this to a subject area and professional environment (LO1, LO4, LO5, LO6);
- **Contextual Understanding**: The level of ability to present and discuss ideas clearly and communicate them effectively using a range of methods (LO1, LO2, LO3, LO5, LO6);
- **Professional Engagement & communication:** Evidence of an awareness of professional standards and requirements in the work and approach to working process(LO2, LO3, LO6);
- **Management and Organization**: The level of ability to model professional attitudes and standards in teaching sessions (LO4, LO6).

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

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. Identify source material for research, select and use appropriate methods of investigation;
2. Apply knowledge and awareness of the professional context of their subject;
3. Critically evaluate their own practice and identify and analyze appropriate historical and contemporary practices and debates;
4. Manage their time and use a range of learning resources;
5. Communicate and document ideas visually, verbally and in writing;
6. Explain and apply professional attitudes to their progress as students, and in the workplace.

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

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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** Jaeger, C-A. (2010) *Image Makers Image Takers.* London: Thames & Hudson. (Read the genre interviews relevant for your practice.) **Further Reading: Books** Cottrell, S. (2003). *The study skills handbook.* New York: Palgrave. Emden, J. van. (2004). *Presentation Skills for Students*. New York: Palgrave. Howkins, J. (2007). *The Creative Economy: How People make Money from Ideas.* London: Penguin. Thomas, G & Ibbotson, J (2003). *Beyond the Lens.* London: The Association of Photographers. Tracy, J & Gibson S. (2011). *The Freelance Photographers Market Handbook.* London: BFP Books. Traub, C; Heller, S. and Bell, A. (Eds). (2006) *The Education of a Photographer.* New York: Allworth Press. **Further Reading: Journals** Aperture Artists Newsletter Blueprint The British Journal of Photography Creative Review Flaunt Hotshoe Portfolio (back Issues) Photoworks 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 BIPP (British Institute of Professional Photographers) – www.bipp.com

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