



Module Specification

Enterprise and Marketing in Photography

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Part 1: Information

Module title: Enterprise and Marketing in Photography

Module code: UALAXV-15-2

Level: Level 5

For implementation from: 2023-24

UWE credit rating: 15

ECTS credit rating: 7.5

Faculty: Faculty of Arts Creative Industries & Education

Department: ACE Dept of Creative & Cultural Industries

Partner institutions: None

Field: Lens and Moving Image

Module type: Module

Pre-requisites: None

Excluded combinations: None

Co-requisites: None

Continuing professional development: No

Professional, statutory or regulatory body requirements: None

Part 2: Description

Overview: Not applicable

Features: Not applicable

Educational aims: 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.

Outline syllabus: 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.

Part 3: Teaching and learning methods

Teaching and learning methods: 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.

Module Learning outcomes: On successful completion of this module students will achieve the following learning outcomes.

MO1 Research, analyze and evaluate sources of information relevant to the further development of practice and/or ambitions towards identified opportunities for employment

MO2 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

MO3 Evaluate, review and critically reflect on their own work, and the work of others in relation to professional standards and career intentions

MO4 Identify and select methods of documentation and presentation in self-promotional materials and presentations to a professional standard

MO5 Apply creative, enterprise and professional skills in communicating effectively with a target audience

MO6 Contribute to debate, discussion, exhibition, and other organizational / collaborative initiatives to address creative, promotional and professional tasks

Hours to be allocated: 150

Contact hours:

Independent study/self-guided study = 114 hours

Face-to-face learning = 36 hours

Total = 150

Reading list: The reading list for this module can be accessed at [readinglists.uwe.ac.uk](https://uwe.rl.talis.com/modules/ualexv-15-2.html) via the following link <https://uwe.rl.talis.com/modules/ualexv-15-2.html>

Part 4: Assessment

Assessment strategy: 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, 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 vice 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 and 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; (MO1, MO2, MO3, MO6);

Contextual Understanding: The level of ability to select and develop appropriate material and approaches to represent their practice effectively to a defined context/audience; (MO1, MO2, MO3, MO4, MO5, MO6);

Professional Engagement and communication: Demonstrate awareness of professional attitudes and the ability to respond to requirements for progression to employment, self-employment or further study; (MO1, MO2, MO3, MO4, MO5, MO6);

Management and Organization: The level of ability to organize and manage work effectively and professionally to resolve individual and collaborative tasks (MO2, MO4, MO5, MO6).

Assessment tasks:

Professional Practice Report (First Sit)

Description: Professional Practice and Work Experience File

Weighting: 100 %

Final assessment: Yes

Group work: No

Learning outcomes tested: MO1, MO2, MO3, MO4, MO5, MO6

Professional Practice Report (Resit)

Description: Professional Practice and Work Experience File

Weighting: 100 %

Final assessment: Yes

Group work: No

Learning outcomes tested: MO1, MO2, MO3, MO4, MO5, MO6

Part 5: Contributes towards

This module contributes towards the following programmes of study:

Photography [Bower] BA (Hons) 2022-23

Photography {Foundation} [Sep][FT][Bower][4yrs] BA (Hons) 2021-22

Photography [Sep][PT][Bower][6yrs] BA (Hons) 2020-21