



University of the
West of England

CORPORATE AND ACADEMIC SERVICES

PROGRAMME SPECIFICATION

Part 1: Basic Data		
Awarding Institution	University of the West of England, Bristol	
Teaching Institution	University of the West of England, Bristol	
Delivery Location	Bower Ashton Campus	
Faculty responsible for programme	Faculty of Art, Creative Industries and Education	
Department responsible for programme	Creative Industries	
Modular Scheme Title	Undergraduate Programme Modular Scheme	
Professional Statutory or Regulatory Body Links	Association of Photographers Royal Photographic Society	
Highest Award Title	BA Hons Photography	
Default Award Title		
Fall-back Award Title		
Interim Award Titles	BA Photography DipHE Photography Cert HE Photography	
UWE Progression Route		
Mode(s) of Delivery	FT & PT	
Codes	UCAS: W640	JACS:
	ISIS2:W64A	HESA:
Relevant QAA Subject Benchmark Statements	Art & Design	
CAP Approval Date	30 th May 2013	
Valid from	September 2013	
Valid until Date	September 2019	
Version	4	

Part 2: Educational Aims of the Programme

Aims of the undergraduate modular scheme:

- to provide an opportunity to develop a creative practice within a chosen field of study;
- to provide an experience of higher education in art, media and design that offers student's choice and independence in determining their own abilities and ambitions within a subject discipline;
- to equip students with the intellectual, practical, critical and creative skills necessary for them to locate themselves and their practice within professional, social, historical and cultural contexts;
- to give students the confidence to develop informed independent judgements and critical and intellectual rigour;
- to ensure that the development of key/transferable skills is an integrated part of the curriculum;
- to equip students with the necessary understanding of research techniques and appropriate methodologies;
- to sustain an environment in which individual students may realise their full potential.

Educational Aims:

The programme aims to enable students to:

- explore the breadth and depth of contemporary photographic practice;
- understand the potential application in the realization of creative practice;
- develop knowledge, understanding and skill through an exploration of a range of still and moving image practice in order to work in a professional environment or to undertake further study;
- progress sustainable personal practice through the application of a range of creative, critical, technical and transferable skills;
- demonstrate critical reflection, evaluation and analysis on the development of personal practice – developing a personal methodology that recognizes research, development, reflection and realization as the key components;
- locate their work in a professional, critical, historical and social context.

Programme requirements for the purposes of the Higher Education Achievement Record (HEAR)

This course enables students to develop a creative photographic practice from a broad-based programme of activity, through to a specific and identifiable visual style. The structure is designed to offer a pattern of learning that establishes fundamental skills and principles at level 1, before students look to direct their practices in open project briefs at levels 2 and 3. Students

Part 3: Learning Outcomes of the Programme

processes													
Critically evaluate this process of interrogation through informed reflection	x	x	x	x	x	x	x	x	x	x	x	x	x
Creatively employ photographic materials and methods that test preconceptions (both personal and cultural) about the medium	x	x	x	x	x	x	x	x	x	x	x	x	x
Project manage from proposal/intention to dissemination applying recognised processes of interrogation and reflection in photographic study	x	x	x	x	x	x	x	x	x	x	x	x	x
Show entrepreneurial and professional proficiency that supports own or group practice in relation to 'audience' (in its widest as well as its subject-specific and client sense).	x	x	x	x	x	x	x	x	x	x	x	x	x
Demonstrate awareness of any ethical and legal implications that arise from the production of photographic works	x	x	x	x	x	x	x	x	x	x	x	x	x
Develop a personal methodology that relates to an individual graduate's expectations (whether these are in research/further study or professional practice).	x	x	x	x	x	x	x	x	x	x	x	x	x
(D) Transferable skills and other attributes													
Demonstrate personal management skills such as time management, self-evaluation, settings goals and working independently	x	x	x	x	x	x	x	x	x	x	x	x	x
Anticipate, initiate, plan and progress projects, while accommodating changing practices	x	x	x	x	x	x	x	x	x	x	x	x	x
Interact effectively with others through collaboration and negotiation	x	x	x	x	x	x	x	x	x	x	x	x	x
Respond productively to the evaluative judgements of others	x	x	x	x	x	x	x	x	x	x	x	x	x
Analyse and organise information and resources	x	x	x	x	x	x	x	x	x	x	x	x	x
Articulate reasoned arguments through a process of critical reflection	x	x	x	x	x	x	x	x	x	x	x	x	x
Formulate and communicate ideas and information comprehensibly; visually, orally and in writing	x	x	x	x	x	x	x	x	x	x	x	x	x
Identify key issues and problems in the resolution and realisation of projects	x	x	x	x	x	x	x	x	x	x	x	x	x

Part 4: Student Learning and Student Support

Teaching and learning strategies to enable learning outcomes to be achieved and demonstrated

Introduction

Located in the Department of Creative Industries, BA (Hons) Photography is a broadly based course which supports the development of creative independence and professional skills using photographic practices. Central to the award is the fundamental belief in photography as a range of practices that create meaning in different contexts and students will be encouraged to develop their ideas through a range of approaches to the medium. As well as the central and core teaching associated with photographic pedagogy, students will be introduced to a range of 'other' practices such as graphic design, print-making, digital technologies, art-direction and video, enabling students to consider the relevance of these in the development of their work.

This award is concerned with the dialogue that exists between applied photography and the photographic arts. The resulting tension provides a stimulating and progressive environment

Part 4: Student Learning and Student Support

for learning. A programme of professional practice, which begins in year 1, is designed to embed this dialogue in outward facing contexts and make students aware of the creative potential of the medium. Students will be encouraged to take risks, be ambitious, experimental and resourceful. This approach to creative development is underpinned throughout by a programme of cultural and theoretical studies intended to enable students to exploit better the possibilities open to them. There will be an emphasis throughout the course on reflective practice and evidence of this reflection will therefore form a key component of assessments.

Teaching and Learning

Students will experience a wide range of teaching and learning methods designed to establish understanding and knowledge of the subject and to stimulate evaluation and critique.

Methods used include:

- a range of project briefs that require a diverse range of activities in response;
- an emphasis on group tutorial activity;
- collaborative learning and group projects;
- direct contact with the profession through field work/visits and visiting practitioners.

Curricula

The structure of the programme is designed to establish and introduce basic principles at Level One before the opportunity for specialisation (both technically and in terms of genre) is introduced at the advanced levels. This is based on the rationale that students must have a sound understanding of a range of methods for developing their creative ideas before embarking on narrower research in specific areas. Students follow a common curriculum until Semester Two at Level Two. From this point students are offered a range of options, which will inform and progress their practice at Level Three. Students will experience feedback on their progress through tutor, peer and self-evaluation as well as through formal assessment.

Achievement

Students are required to take ownership of their progression through the course and will be increasingly expected to manage their own learning. The programme aims to support individual development and creativity. The best graduates will have accumulated a body of work that demonstrates excellence in most if not all areas of the acquisition of knowledge and understanding, the development of personal attributes and the mastery of selected photographic skills.

At UWE, Bristol there is a policy for a minimum average requirement of 12 hours/week contact time over the course of the full undergraduate programme. This contact time encompasses a range of face: face activities as described below. In addition a range of other learning activities will be embedded within the programme which, together with the contact time, will enable learning outcomes to be achieved and demonstrated.

On the BA Hons Photography programme teaching is a mix of scheduled, independent and placement learning.

Scheduled learning includes lectures, seminars, tutorials, project supervision, demonstration, practical classes and workshops; external visits; work based learning; supervised time in studio/workshop. Scheduled sessions may vary slightly depending on the module choices made.

Part 4: Student Learning and Student Support

Independent learning includes hours engaged with essential reading, case study preparation, assignment preparation and completion etc. Scheduled sessions may vary slightly depending on the module choices made.

Placement learning: may include a practice placement, other placement, and year abroad.

Description of any Distinctive Features

The emphasis of the programme is on the European model of self-directed study and the autonomous learner so the teaching model will be 'front-loaded' within individual modules and within the course to progress students from reactive to pro-active learning methods. The development of critical and analytical skills are key to each student's progression throughout the course and the delivery and assessment of these will increase in complexity throughout the course and across different module types.

Part 5: Assessment

A: Approved to [University Regulations and Procedures](#)

Assessment strategies within the programme reflect the Faculty of Art, Creative Industries and Education's philosophy which considers assessment to be part of the learning process.

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. Assessment methods used are varied, are relevant in demonstrating achievement to both academic and industry stakeholders, and form a coherent programme of assessment which is designed to offer students the maximum opportunity to demonstrate the skills, knowledge and experience that they have gained through the course of study, as well as to support ongoing and continuous improvement in their individual creative practice and development as practitioner-researchers.

The principle of 'learning through making' is core to learning strategies in the Department of Creative Industries – these learning activities are then expanded into and through an exploration of contemporary practice in relevant and related subject areas.

At assessment, therefore, students are expected to present evidence of work which demonstrates engagement with the minimum number of learning hours for the module (contact and independent study hours).

Forms of assessment used as part of the overall programme include:

Part 5: Assessment

- Presentation and participation in studio-critique
- Poster presentation
- Group and individual visual presentations
- Group and individual verbal presentations
- Written Assignments – forms of writing relevant to the creative industries, including academic/essay and industry focused/report writing
- Group critiques
- Peer and self-assessment
- Evaluative and reflective outcomes, including visual, verbal and written

Formative and summative assessment activities that involve students participating in the evaluation of presented work (their own and others') take place throughout the programme. Participation in and attendance at these sessions forms part of the assessed content of the module as a result of this.

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.

Part 5: Assessment

Assessment Map

The programme encompasses a range of **assessment methods** including; portfolio of work, written assignments, presentations. These are detailed in the following assessment map:

Assessment Map for BA Hons Photography

		Type of Assessment*									
		Unseen Written Exam	Open Book Written Exam	In-class Written Test	Practical Exam	Practical Skills Assessment	Oral assessment and/or presentation	Written Assignment	Report / Project	Dissertation	Portfolio
Compulsory Modules Level 1	UAAAQP-45-1										A 100%
	UAAAQQ-45-1										A 100%
	UAAAQR-15-1						A 70%	A 30%			
	UA1APQ-15-1							A 100%			
Compulsory Modules Level 2	UAAAQS-45-2										A 100%
	UAAAQU-15-2						A 70%	A 30%			
	UA1APS-15-2							A 100%			
Compulsory Modules Level 3	UAAAQV-30-3										A 100%
	UAAAQW-60-3										A 100%
	UAAAQX-15-3						A 70%	A 30%			
	UA1APT-15-3								A (100%)		
Optional Modules Level 2	UAAAQT-45-2										A (100%)
	UA1APR-45-2										A (100%)

*Assessment should be shown in terms of Written Exams, Practical exams, or Coursework as indicated by the colour coding above.

Part 6: Programme Structure

This structure diagram demonstrates the student journey from Entry through to Graduation for a typical **full time student**, including:
 level and credit requirements
 interim award requirements
 module diet, including compulsory and optional modules

ENTRY				
↓	Year 1	Compulsory Modules	Optional Modules	Interim Awards
		UAAAQP-45-1		Certificate HE Photography Credit requirements 120 credits of level 1 or above
		Introduction to Photographic Practice		
		UA1APQ-15-1		
		Critical Perspectives		
		UAAAQQ-45-1		
	Exploring Practice in Photography.			
	UAAAQR-15-1			
	Professional Practice and Work Experience in Photography 1			
	Year 2	Compulsory Modules	Optional Modules Choose one:	Interim Awards
		UAAAQS-45-2	UAAAQT-45-2	DIPHE Photography Credit Requirements 240 credits at level 2
		Module name: Developing Practice in Photographic Contexts	Module name: Developing Practice in Photographic Collaborations	
		UAAAQU-15-2	UA1APR-45-2	
		Professional Practice and Work Experience in Photography 2	International Exchange	
		UA1APS-15-2		
	Creative Analysis			
	Year 3	Compulsory Modules	Optional Modules	Interim Awards
		UAAAQV-30-3		BA Photography – 300 credits
Preparation for Extended Study in Photography				

	UAAAQW-60-3 Extended Study in Photography		
	UA1APT-15-3 Independent Research Project		
	UAAAQX-15-3 Professional Practice and Work Experience in Photography 3		

GRADUATION

Part time:

The following structure diagram demonstrates the student journey from Entry through to Graduation for a typical **part time student**.

ENTRY		Compulsory Modules	Optional Modules	Interim Awards
Year 1	UAAAQP-45-1 Introduction to Photographic Practice 1.1			Certificate HE Photography Credit requirements 120 credits of level 1 or above
	UA1APQ-15-1 Critical Perspectives 1.1			
	UAAAQQ-45-1 Exploring Practice in Photography 1.2			
	UAAAQR-15-1 Professional Practice and Work Experience in Photography 1 1.2			

	Compulsory Modules	Optional Modules	Interim Awards
Year 2	UAAAQS-45-2 Developing Practice in Photographic Contexts 2.1		DIPHE Photography Credit Requirements 240 credits at level 2
	UA1APS-15-2 Creative Analysis 2.1	UA1APR-45-2 International Exchange 2.2	
	UAAAQS-45-2 Professional Practice and Work Experience in Photography 2 2.2	UAAAQT-45-2 Developing Practice in Photographic Collaborations 2.2	

	Compulsory Modules	Optional Modules	Interim Awards
Year 3	UAAAQV-30-3 Preparation for Extended Study in Photography 3.1		BA Photography – 300 credits
	UA1APT-15-3 Independent Research Project 3.1		
	UAAAQW-60-3 Extended Study in Photography 3.2		
	UAAAQX-15-3 Professional Practice and Work Experience in Photography 3 15 Credits 3.2		

GRADUATION

Part 7: Entry Requirements

The University's Standard Entry Requirements apply with the following additions/exceptions*:

Applicants should normally have completed one of the following:

- A Foundation course of at least one year's duration.
- A BTEC certificate or diploma in an appropriate art and design subject or other evidence of potential to study at degree level.
- An Access to HE programme in Art and Design or a related subject

Level Three entry – suitable qualifications will include Foundation Degree, Diploma in Higher Education or HND (or equivalent) in an appropriate/related subject discipline).

English Language Requirements:

All students will normally have a recognised English Language qualification of at least GCSE grade C or equivalent standard. If English is not the first language test results such as IELTS 6.0, TOEFL 570 (230 if computer text), NEAB or Cambridge Proficiency grade C will be acceptable.

All applicants invited for interview must produce a portfolio of work.

Part 8: Reference Points and Benchmarks

This programme has been developed in relation to the following reference points:

- QAA Benchmark Statement for Art and Design and History of Art, Architecture and Design
- QAA National Qualifications Framework
- UWE Vision, Mission and Strategy
- UWE Learning and Teaching Strategy
- UWE Assessment Policy
- Staff research (See Appendix 1)
- Feedback from 'feeder' institutions
- Feedback from alumni
- Feedback from employers
- UWE QMEF requirements (15/30 credit structure)
- Student Feedback via module feedback, SRSF meetings, SU Rep for a
- Staff Feedback via programme reports, module specs, formal & informal meetings
- EE comments/reports
- Diversity and Disability profiles (sector-wide and department specific)
- Department of Creative Industries' 'Writing in the Curriculum Review' 2011/12

The programme structure, curriculum content, professional skills and industry engagements have been successfully scrutinised by professionally engaged external examiners and HE Teaching, Learning and Assessment in Creative Practices specialists. This scrutiny has been enhanced by the regular professional engagement of industry practitioners, the success of the course in national and international open professional awards and the strong track record of our graduating students and alumni in moving into professional practice, employment and further study. The course

Part 8: Reference Points and Benchmarks

continually reassesses its professional currency via outward engagement, live commissions and industry events.

- The programme structure, professional skills and industry engagements have been approved by Creative Skillset. The Creative Skillset 'Tick' is a kitemark of quality indicating the courses and apprenticeships best suited to prepare you for a career in the Creative Industries. The course has undergone a rigorous assessment process conducted by experts working in the Creative Industries. □This ensures that the courses keep up with the rapid pace of creative change, and that students benefit from using the latest technologies and working with industry throughout their studies.
- The programme conducts annual industry panel discussions with the graduating cohort about the nature of the skills and competences necessary to make a transition to professional success. We also invite a large number of guest speakers and portfolio reviewers to ensure students work is of a current professional standard.
- The programme has Association of Photographers (AoP) affiliation and has close links with the Royal Photographic Society.
- Members of the programme team are external examiners on BA photography and lens based media courses at other institutions. This is a further guarantee of currency in the HE sector.
- The course is an active member of the Association for Photography in Higher Education. The programme manager and other members of the team attend regular meetings with this body and have given papers at its annual conference.

This specification provides a concise summary of the main features of the programme and the learning outcomes that a typical student might reasonably be expected to achieve and demonstrate if he/she takes full advantage of the learning opportunities that are provided. More detailed information on the learning outcomes, content and teaching, learning and assessment methods of individual modules can be found in module specifications, available on the [University's website](#).