

## KEY PROGRAMME INFORMATION

<b>Originating institution(s)</b> Bournemouth University	<b>Faculty responsible for the programme</b> Faculty of Media and Communication
<b>Final award(s), title(s) and credits</b> BA (Hons) Photography – 120 (60 ECTS) Level 4 / 120 (60 ECTS) Level 5 / 120 (60 ECTS) Level 6 credits	
<b>Intermediate award(s), title(s) and credits</b> 120 Level 4 Certificate in Higher Education (Cert HE Photography) 120 Level 5 Diploma of Higher Education (Dip HE Photography) 120 Level 6 BA with honours (BA Hons Photography)	
<b>UCAS Programme Code(s) (where applicable and if known)</b>	<b>HECoS (Higher Education Classification of Subjects) Code and balanced or major/minor load.</b> 100063
<b>External reference points</b> <ul style="list-style-type: none"> <li>The UK Quality Code for Higher Education; Part A: Setting and maintaining academic standards (October 2014), incorporating;</li> <li>The Framework for Higher Education Qualifications of UK Degree-Awarding Bodies:</li> <li>The frameworks and their levels</li> <li>The qualification descriptors</li> <li>Responsibilities for implementing an outcomes-based approach to the award qualifications</li> <li>QAA Subject Benchmark Statement – Communication, media, film and cultural studies (2016)</li> </ul>	
<b>Professional, Statutory and Regulatory Body (PSRB) links</b> (to current BA Photography) None	
<b>Places of delivery</b> Bournemouth University- Talbot Campus	
<b>Mode(s) of delivery</b> Full-Time / Full-Time Sandwich	<b>Language of delivery</b> English
<b>Typical duration</b> 3 Years full-time / 4 years full-time sandwich	
<b>Date of first intake</b> September 2021	<b>Expected start dates</b> September
<b>Maximum student numbers</b> NA	<b>Placements</b> Optional 4-week placement or 30-week sandwich placement.
<b>Partner(s)</b> None	<b>Partnership model</b> NA
<b>Date of this Programme Specification</b> February 2021	
<b>Version number</b> V1.0-0923	
<b>Approval, review or modification reference numbers</b> E202108, approved 19/02/2021 EC2122 52, approved 07/06/2022 EC 2122 75, approved 01/08/2022	
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## PROGRAMME STRUCTURE

Programme Award and Title: BA (Hons) Photography								
<b>Year 1/Level 4</b> Students are required to complete 4 core units and 2 option units.								
Unit Name	Core/ Option	No. of Credits	Assessment Element Weightings			Expected Contact hours per unit	Unit Version No.	HECoS Code (plus balanced or major/ minor load)
			Exam 1	Cwk 1	Cwk 2			
Photography Fundamentals	Core	20		100%		60	1.0	100063
Portfolio	Core	20		100%		60	1.0	100063
Understanding the Image	Core	20		100%		40	1.0	100063
Creative Collaboration	Option	20		40%	60%	40	2.0	101221
Ambitions	Core	20		100%		40	1.0	100444
Community	Option	20		100%		20	1.0	100476
Negotiated Project	Option	20		80%	20%	40	1.1	100444
Faculty/BU Elective	Option	20						
<b>Progression requirements:</b> Requires 120 credits at Level 4 <b>Exit qualification:</b> Cert HE Photography (requires 120 credits at Level 4)								

<b>Year 2/Level 5</b> Students are required to complete all core units, an additional 40 credits of optional units in semester 1, and an additional 20 credits of optional units in semester 2. Students may take a maximum of 20 credits Faculty/BU elective unit at this level.								
Unit Name	Core/ Option	No. of Credits	Assessment Element Weightings			Expected Contact hours per unit	Unit Version No.	HECoS Code (plus balanced or major/ minor load)
			Exam 1	Cwk 1	Cwk 2			
Specialist Portfolio	Core	20		100%		40	1.0	100063
Professional Project	Option	20		100%		40	1.0	100078
Work in Media Industries	Core	20		70%	30%	40	2.0	100444
Studio Photography	Option	20		100%		80	1.0	100063
Media Perspectives	Option	20		50%	50%	40	2.0	100444
Photojournalism	Option	20		80%	20%	80	1.0	100063
Documentary Practice	Option	20		30%	70%	40	1.4	100441
Open Project	Option	20		70%	30%	40	1.1	100443
Camera and Lighting	Option	20		50%	50%	40	1.4	100716
Faculty/BU Elective	Option	20						
<b>Progression requirements:</b> Requires 120 credits at Level 5 <b>Exit qualification:</b> Dip HE Photography (requires 120 credits at Level 4 and 120 credits at Level 5)								
<b>Optional placement year in industry/business</b> Optional completion of 4-week short placement or 30-week sandwich placement.								

## Programme Specification – Section 1

### Year 3/Level 6

Students are required to complete all core units, an additional 20 credits of optional units in semester 1.

Unit Name	Core/ Option	No. of Credits	Assessment Element Weightings			Expected Contact hours per unit	Unit Version No.	HECoS Code (plus balanced or major/ minor load)
			Exam 1	Cwk 1	Cwk 2			
Entrepreneurship for the Creative Industries	Core	20		50%	50%	40	1.4	101221
Graduate Project Development (Photography)	Core	20		100%		40	1.0	100063
Professional Research Project	Optional	20		100%		20	1.0	100444
Enquiry and Experiment	Optional	20		100%		40	1.1	100444
Graduate Project (Photography)	Core	40		100%		20	1.0	100063
Exhibition	Core	20		100%		40	1.0	100063

**Exit qualification:** BA (Hons) Photography

**Sandwich UG award:** Requires 120 credits at Level 4; 120 credits at Level 5; 120 credits at Level 6 and successful completion of a 30-week placement taken between Level 5 and 6.

**Full-time UG award:** Requires 120 credits at Level 4; 120 credits at Level 5; 120 credits at Level 6.

### AIMS OF THE DOCUMENT

The aims of this document are to:

- define the structure of the programme;
- specify the programme award titles;
- identify programme and level learning outcomes;
- articulate the regulations governing the awards defined within the document.

### AIMS OF THE PROGRAMME

The BA (Hons) Photography programme aims to produce graduates who engage in the world with interest, insight, intellectual curiosity and ethical awareness. These attributes will allow them to work as creative, collaborative, flexible and confident practitioners in order to contribute to and shape the present and future creative industries.

This key aim is underpinned by the following further aims:

- To provide students with the opportunity to produce original work to professional standards;
- To provide students with a critical understanding of current issues and opportunities at the forefront of the creative industries globally;
- To equip students with the intellectual tools and techniques required to deal with issues systematically and creatively;
- To prepare students to be innovative and able to solve problems, both intellectual and practice orientated;
- To provide students with the independent learning ability required for continuing professional development;
- To prepare students to be reflective, creative practitioners.

The **pedagogic philosophy** of the programme, and the Department, is to develop enquiring, independent, adaptable, lifelong learners. As such, there is a focus on *learning* over in-depth *teaching* of subject-specific, core, technical, intellectual and transferrable skills. For example, rather than teaching specific software packages, piece of equipment or programming language, which quickly lose their currency, students will learn how to develop their proficiency in learning software or learning programming or working with specialists in those areas of operation. The same principle applies to other skills across the core curriculum and is supported by a high degree of unit-optional, allowing each student to develop their own learning journey. This prepares students for entering and operating in the rapidly changing contexts of professional production and to respond to similarly quickly-changing contexts and modes of consumption.

The **student learning journey** through the programme puts them in scenarios where they identify, evaluate and respond to hypothetical and real-world production opportunities. In order to see these scenarios through to completion, each student will play their part in project research, development, production, delivery and evaluation. Each project opportunity will raise its own particular organisational, creative and technical problems and students will need to adapt to and address these as they occur.

### ALIGNMENT WITH THE UNIVERSITY'S STRATEGIC PLAN

This programme is informed by and aligned with the BU 2025 strategic plan and fusion ethos to inspire learning, advance knowledge and enrich society through the fusion of education, research and practice. The BU 2025 values of excellence, inclusivity, creativity and responsibility are woven throughout the programme.

### LEARNING HOURS AND ASSESSMENT

Bournemouth University taught programmes are composed of units of study, which are assigned a credit value indicating the amount of learning undertaken. The minimum credit value of a unit is normally 20 credits, above which credit values normally increase at 20-point intervals. 20 credits is the equivalent of 200 study hours required of the student, including lectures, seminars, assessment

## Programme Specification - Section 2

and independent study. 20 University credits are equivalent to 10 European Credit Transfer System (ECTS) credits.

The assessment workload for a unit should consider the total time devoted to study, including the assessment workload (i.e. formative and summative assessment) and the taught elements and independent study workload (i.e. lectures, seminars, preparatory work, practical activities, reading, critical reflection).

Assessment per 20 credit unit should normally consist of 3,000 words or equivalent. Dissertations and Level 6 Final Projects are distinct from other assessment types. The word count for these assignments is 5,000 words per 20 credits, recognising that undertaking an in-depth piece of original research as the capstone to a degree is pedagogically sound.

### STAFF DELIVERING THE PROGRAMME

Students will usually be taught by a combination of senior academic staff with others who have relevant expertise including – where appropriate according to the content of the unit – academic staff, qualified professional practitioners, demonstrators/technicians and research students.

### INTENDED LEARNING OUTCOMES – AND HOW THE PROGRAMME ENABLES STUDENTS TO ACHIEVE AND DEMONSTRATE THE INTENDED LEARNING OUTCOMES

#### PROGRAMME AND LEVEL 6 INTENDED PROGRAMME OUTCOMES

<b>A: Subject knowledge and understanding</b>  This programme provides opportunities for students to develop and demonstrate knowledge and understanding of:	The following learning and teaching and assessment strategies and methods enable students to achieve and to demonstrate the programme/level learning outcomes:
<b>A1</b> identify and explain the processes linking production, distribution, circulation and consumption;  <b>A2</b> industry standard practices as applied to the initiation, development, production of a photographic portfolio;  <b>A3</b> critically evaluate different professional and cultural contexts and how they inform their practice;  <b>A4</b> identify and explain the legal, ethical and regulatory frameworks that affect media and cultural production, manipulation, distribution, circulation, and consumption;  <b>A5</b> recognise the professional, technical and formal choices which realise, develop or challenge existing practices and traditions, and of the possibilities and constraints involved in production processes;  <b>A6</b> recognise the key historical concepts, innovations and debates that have shaped the traditional and contemporary media landscape.	Learning and teaching strategies and methods (referring to numbered Intended Learning Outcomes): <ul style="list-style-type: none"><li>• lectures (A1 – A6);</li><li>• seminars (A1 – A6);</li><li>• directed reading (A1 – A6);</li><li>• use of the VLE (A1 – A6);</li><li>• independent research (A1 – A6).</li></ul> Assessment strategies and methods (referring to numbered Intended Learning Outcomes): <ul style="list-style-type: none"><li>• coursework (A1 – A6).</li></ul>
<b>B: Intellectual skills</b>  This programme provides opportunities for students to:	The following learning and teaching and assessment strategies and methods enable students to achieve and to demonstrate the programme/level

## Programme Specification - Section 2

	learning outcomes:
<p><b>B1</b> engage critically with major thinkers, debates and intellectual paradigms within the field and put them to productive use;</p> <p><b>B2</b> demonstrate a comprehensive understanding of relevant ethical and professional issues and debates appropriate to their field of study;</p> <p><b>B3</b> reflect critically on their decision-making and practice, and propose ways in which the work may be extended or improved;</p> <p><b>B4</b> analyse closely, interpret and show the exercise of critical judgement in the understanding and evaluation of photographs;</p> <p><b>B5</b> demonstrate an understanding of how research informs their contemporary practice;</p> <p><b>B6</b> understand the photographic commissioning and production process.</p>	<p>Learning and teaching strategies and methods (referring to numbered Intended Learning Outcomes):</p> <ul style="list-style-type: none"> <li>lectures (B1 – B6);</li> <li>seminars (B1 – B6);</li> <li>directed reading (B1 – B6);</li> <li>use of the VLE (B1 – B6);</li> <li>independent research (B1 – B6).</li> </ul> <p>Assessment strategies and methods (referring to numbered Intended Learning Outcomes):</p> <ul style="list-style-type: none"> <li>coursework (B1 – B6).</li> </ul>
<p><b>C: Practical skills</b></p> <p>This programme provides opportunities for students to:</p>	<p>The following learning and teaching and assessment strategies and methods enable students to achieve and to demonstrate the programme/level learning outcomes:</p>
<p><b>C1</b> produce work that can demonstrate effective manipulation of a range of production and post production equipment and software;</p> <p><b>C2</b> utilise a range of practical and operational skills, processes and equipment in an effective manner, applied to a variety of situations and contexts, including traditional, contemporary and cross over photographic practice;</p> <p><b>C3</b> produce work which recognises photographic forms and styles and explain their impact on audiences;</p> <p><b>C4</b> organise and manage creative projects, exercising initiative sound judgement and reflexivity;</p> <p><b>C5</b> deliver work to a given length, format, brief and deadline that demonstrates sound knowledge and understanding of current practices, form, technique and processes;</p> <p><b>C6</b> demonstrate the development of creative ideas and concepts based upon secure research strategies.</p>	<p>Learning and teaching strategies and methods (referring to numbered Intended Learning Outcomes):</p> <ul style="list-style-type: none"> <li>lectures (C1 – C6);</li> <li>coursework (C1 – C6);</li> <li>independent research (C1 – C6).</li> </ul> <p>Assessment strategies and methods (referring to numbered Intended Learning Outcomes):</p> <ul style="list-style-type: none"> <li>coursework (C1 – C6).</li> </ul>
<p><b>D: Transferable skills</b></p> <p>This programme provides opportunities for students to:</p>	<p>The following learning and teaching and assessment strategies and methods enable students to achieve and to demonstrate the programme learning outcomes:</p>

## Programme Specification - Section 2

<b>D1</b> draw on a comprehensive range of techniques to communicate their work effectively to a range of stakeholders and target audiences, including peers, tutors, professionals, and the public;	<p>Learning and teaching strategies and methods (referring to numbered Intended Learning Outcomes):</p> <ul style="list-style-type: none"> <li>lectures (D1 – D6);</li> <li>seminars (D1 – D6);</li> <li>use of the VLE (D1 – D6);</li> <li>directed reading (D1 – D6).</li> </ul>
<b>D2</b> work productively in a group or team, showing abilities at different times to listen, contribute and lead effectively;	
<b>D3</b> retrieve and generate information, and evaluate sources, in carrying out independent research;	<p>Assessment strategies and methods (referring to numbered Intended Learning Outcomes):</p> <ul style="list-style-type: none"> <li>coursework (D1 – D6).</li> </ul>
<b>D4</b> apply entrepreneurial skills in dealing with audiences, clients, consumers, markets, sources and/or users;	
<b>D5</b> organise and manage supervised, self-directed projects;	
<b>D6</b> define and apply an appropriate research topic and framework.	

### LEVEL 5 INTENDED LEVEL OUTCOMES

<p><b>A: Knowledge and understanding</b></p> <p>This level provides opportunities for students to develop and demonstrate knowledge and understanding of:</p>	<p>The following learning and teaching and assessment strategies and methods enable students to achieve and to demonstrate the level learning outcomes:</p>
<p><b>A1</b> industry standard practices as applied to the initiation, development, production of a photographic portfolio;</p> <p><b>A2</b> critically evaluate different professional and cultural contexts and how they inform their practice;</p> <p><b>A3</b> identify and explain the legal, ethical and regulatory frameworks that affect media and cultural production, manipulation, distribution, circulation, and consumption;</p> <p><b>A4</b> recognise the key historical concepts, innovations and debates that have shaped the traditional and contemporary media landscape.</p>	<p>Learning and teaching strategies and methods (referring to numbered Intended Learning Outcomes):</p> <ul style="list-style-type: none"> <li>lectures (A1 - A4);</li> <li>seminars (A1 - A4);</li> <li>directed reading (A1 - A4);</li> <li>use of the VLE (A1 - A4);</li> <li>independent research (A1 - A4).</li> </ul>
	<p>Assessment strategies and methods (referring to numbered Intended Learning Outcomes):</p> <ul style="list-style-type: none"> <li>coursework (A1 - A4).</li> </ul>
<p><b>B: Intellectual skills</b></p> <p>This level provides opportunities for students to:</p>	<p>The following learning and teaching and assessment strategies and methods enable students to achieve and to demonstrate the level learning outcomes:</p>
<p><b>B1</b> engage critically with major thinkers, debates and intellectual paradigms within the field and put them to productive use;</p>	<p>Learning and teaching strategies and methods (referring to numbered Intended Learning Outcomes):</p>

## Programme Specification - Section 2

<p><b>B2</b> demonstrate a comprehensive understanding of relevant ethical and professional issues and debates appropriate to their field of study;</p> <p><b>B3</b> reflect critically on their decision-making and practice, and propose ways in which the work may be extended or improved;</p> <p><b>B4</b> analyse closely, interpret and show the exercise of critical judgement in the understanding and evaluation of photographs.</p>	<ul style="list-style-type: none"> <li>lectures (B1 – B4);</li> <li>seminars (B1 – B4);</li> <li>directed reading (B1 – B4);</li> <li>use of the VLE (B2 – B4);</li> <li>independent research (B1 – B4).</li> </ul> <p>Assessment strategies and methods (referring to numbered Intended Learning Outcomes):</p> <ul style="list-style-type: none"> <li>coursework (B1 – B4).</li> </ul>
<p><b>C: Practical skills</b></p> <p>This level provides opportunities for students to:</p>	<p>The following learning and teaching and assessment strategies and methods enable students to achieve and to demonstrate the level learning outcomes:</p>
<p><b>C1</b> produce work that can demonstrate effective manipulation of a range of production and post production equipment and software;</p> <p><b>C2</b> utilise a range of practical and operational skills, processes and equipment in an effective manner, applied to a variety of situations and contexts, including traditional, contemporary and cross over photographic practice;</p> <p><b>C3</b> produce work which recognises photographic forms and styles and explain their impact on audiences;</p> <p><b>C4</b> organise and manage creative projects, exercising initiative sound judgement and reflexivity.</p>	<p>Learning and teaching strategies and methods (referring to numbered Intended Learning Outcomes):</p> <ul style="list-style-type: none"> <li>lectures (C1 – C4);</li> <li>coursework (C1 – C4);</li> <li>workshop exercises (C1 – C4).</li> </ul> <p>Assessment strategies and methods (referring to numbered Intended Learning Outcomes):</p> <ul style="list-style-type: none"> <li>coursework (C1 – C4).</li> </ul>
<p><b>D: Transferable skills</b></p> <p>This level provides opportunities for students to:</p>	<p>The following learning and teaching and assessment strategies and methods enable students to achieve and to demonstrate the level/ learning outcomes:</p>
<p><b>D1</b> draw on a comprehensive range of techniques to communicate their work effectively to a range of stakeholders and target audiences, including peers, tutors, professionals, and the public;</p> <p><b>D2</b> work productively in a group or team, showing abilities at different times to listen, contribute and lead effectively;</p> <p><b>D3</b> retrieve and generate information, and evaluate sources, in carrying out independent research;</p>	<p>Learning and teaching strategies and methods (referring to numbered Intended Learning Outcomes):</p> <ul style="list-style-type: none"> <li>lectures (D1 – D4);</li> <li>seminars ((D1 – D4);</li> <li>use of the VLE (D1 – D4);</li> <li>directed reading (D1 – D4).</li> </ul>



## Programme Specification - Section 2

<b>D4</b> apply entrepreneurial skills in dealing with audiences, clients, consumers, markets, sources and/or users.	
	Assessment strategies and methods (referring to numbered Intended Learning Outcomes): <ul style="list-style-type: none"> <li>coursework (D1 – D4).</li> </ul>

### LEVEL 4 INTENDED LEARNING OUTCOMES

<b>A: Knowledge and understanding</b>  This level provides opportunities for students to develop and demonstrate knowledge and understanding of:	The following learning and teaching and assessment strategies and methods enable students to achieve and to demonstrate the level learning outcomes:
<b>A1</b> recognise the key historical concepts, innovations and debates that have shaped the traditional and contemporary media landscape;  <b>A2</b> industry standard practices as applied to the initiation, development, production of a photographic portfolio;  <b>A3</b> critically evaluate different professional and cultural contexts and how they inform their practice.	Learning and teaching strategies and methods (referring to numbered Intended Learning Outcomes): <ul style="list-style-type: none"> <li>lectures (A1 - A3);</li> <li>seminars ((A1 - A3);</li> <li>directed reading (A1 - A3);</li> <li>use of the VLE (A1 - A3);</li> <li>Independent research (A1 - A3).</li> </ul>
	Assessment strategies and methods (referring to numbered Intended Learning Outcomes): <ul style="list-style-type: none"> <li>coursework (A1 - A3).</li> </ul>
<b>B: Intellectual skills</b>  This level provides opportunities for students to:	The following learning and teaching and assessment strategies and methods enable students to achieve and to demonstrate the level learning outcomes:
<b>B1</b> engage critically with major thinkers, debates and intellectual paradigms within the field and put them to productive use;  <b>B2</b> demonstrate a comprehensive understanding of relevant ethical and professional issues and debates appropriate to their field of study;  <b>B3</b> reflect critically on their decision-making and practice, and propose ways in which the work may be extended or improved.	Learning and teaching strategies and methods (referring to numbered Intended Learning Outcomes): <ul style="list-style-type: none"> <li>lectures (B1 – B3);</li> <li>seminars (B1 – B3);</li> <li>directed reading (B1 – B3);</li> <li>use of the VLE (B1 – B3);</li> <li>independent research (B1 – B3).</li> </ul>
	Assessment strategies and methods

## Programme Specification - Section 2

	<p>(referring to numbered Intended Learning Outcomes):</p> <ul style="list-style-type: none"> <li>coursework (B1 – B3).</li> </ul>
<p><b>C: Practical skills</b></p> <p>This level provides opportunities for students to:</p>	<p>The following learning and teaching and assessment strategies and methods enable students to achieve and to demonstrate the level learning outcomes:</p>
<p><b>C1</b> produce work that can demonstrate effective manipulation of a range of production and post production equipment and software;</p> <p><b>C2</b> utilise a range of practical and operational skills, processes and equipment in an effective manner, applied to a variety of situations and contexts, including traditional, contemporary and cross over photographic practice;</p> <p><b>C3</b> produce work which recognises photographic forms and styles and explain their impact on audiences.</p>	<p>Learning and teaching strategies and methods (referring to numbered Intended Learning Outcomes):</p> <ul style="list-style-type: none"> <li>lectures (C1 – C3);</li> <li>workshop exercises (C1 – C3);</li> <li>independent research (C1 – C3);</li> <li>group exercises (C1 – C3).</li> </ul> <p>Assessment strategies and methods (referring to numbered Intended Learning Outcomes):</p> <ul style="list-style-type: none"> <li>coursework (C1 – C3).</li> </ul>
<p><b>D: Transferable skills</b></p> <p>This level provides opportunities for students to:</p>	<p>The following learning and teaching and assessment strategies and methods enable students to achieve and to demonstrate the level learning outcomes:</p>
<p><b>D1</b> draw on a comprehensive range of techniques to communicate their work effectively to a range of stakeholders and target audiences, including peers, tutors, professionals, and the public;</p> <p><b>D2</b> work productively in a group or team, showing abilities at different times to listen, contribute and lead effectively.</p>	<p>Learning and teaching strategies and methods (referring to numbered Intended Learning Outcomes):</p> <ul style="list-style-type: none"> <li>lectures (D1, D2);</li> <li>seminars (D1, D2);</li> <li>use of the VLE (D1, D2);</li> <li>directed reading (D1, D2).</li> </ul> <p>Assessment strategies and methods (referring to numbered Intended Learning Outcomes):</p> <ul style="list-style-type: none"> <li>coursework (D1, D2).</li> </ul>

## ADMISSION REGULATIONS

The University Standard Admission Regulations are available online at <https://intranetsp.bournemouth.ac.uk/pandptest/3a-undergraduate-admissions-regulations.pdf>

## PROGRESSION ROUTES

Students who have successfully completed the Foundation in Media and Communication at Bournemouth University International College with a Pass, and IELTS at 6.5 with no lower than 6 in each separate sub-element, will be automatically accepted for entry to the BA (Hons) Photography at Level 4.

In order to take advantage of exciting new approaches to learning and teaching, as well as developments in industry, the current, approved Articulation route for this programme may be subject to change. Where this happens, students will be informed and supported by the Faculty as early as possible.

## ASSESSMENT REGULATIONS

The regulations for this programme follow the University's standard assessment regulations.

## WORK BASED LEARNING (WBL) AND PLACEMENT ELEMENTS

Students can undertake a 4-week placement, or with sufficient notice, they can choose to do a 30-week placement as part of a sandwich degree award. The 30-week placement work placement must take place between the second and final year of study and be in the area of photography. In order to be allowed to proceed to the final year of study of the sandwich degree award, students must:

- Complete a minimum of 30 weeks satisfactory work experience;
- Complete the placement log book satisfactorily; this may include assignments relating to the nature of their work and the organisation they are working in;
- Satisfactorily meet the performance criteria of the placement as determined by the completed assessment forms from the company, the Placement Development Advisor and the student.

The supervised work placement year draws on some or all of the units studied on the first two levels of the programme. It provides the opportunity for the student to develop their abilities and understanding of photography and related subjects, as well as providing a platform for successful entry into the profession following graduation. It applies and develops understanding and skills acquired in Levels 4 and 5, makes a major contribution to the understanding of the final level units, further develops final project research by utilising the context of the work experience as appropriate and enhances students' prospects of future employment.

There are two other opportunities for WBL within the structure of the course. In the L4 Community unit students may find opportunities within social enterprises or charities to volunteer. In the L5 Professional Project unit, students may find opportunities to produce projects in partnership with SMEs, social enterprises or charities.

## Programme Skills Matrix

Units		Programme Intended Learning Outcomes																							
		A1	A2	A3	A4	A5	A6	B1	B2	B3	B4	B5	B6	C1	C2	C3	C4	C5	C6	D1	D2	D3	D4	D5	D6
LEVEL 6	<b>Graduate Project (Photography)</b>		X			X	X	X	X			X	X	X	X	X	X	X	X	X		X		X	
	<b>Exhibition</b>	X	X	X		X	X	X	X	X	X	X	X		X	X	X	X	X	X	X	X	X	X	X
	<b>Entrepreneurship for the Creative Industries</b>			X	X	X	X		X	X		X	X									X			X
	<b>Graduate Project Development (Photography)</b>	X	X	X			X			X		X	X			X	X		X	X		X			X
	Professional Research Project			X			X	X	X		X	X										X		X	X
	Enquiry and Experiment			X			X	X	X		X	X										X		X	X
LEVEL 5	<b>Specialist Portfolio</b>	X	X		X			X	X	X	X			X	X	X	X			X	X				
	Professional Project	X							X	X	X			X	X	X	X			X	X	X	X		
	<b>Work in Media Industries</b>	X	X	X					X	X										X		X	X		
	Studio Photography	X	X		X			X			X			X	X	X	X			X		X			
	Photojournalism	X	X		X			X		X	X			X	X	X	X			X		X			
	Media Perspectives		X		X			X																	
	Documentary Practice		X		X			X	X	X							X			X		X			
	Open Project							X		X							X			X	X	X			
	Camera and Lighting							X	X	X												X			
	BU/ Faculty elective																								
LEVEL 4	<b>Photography Fundamentals</b>		X					X	X	X				X	X	X				X					
	<b>Portfolio</b>	X	X	X				X		X				X	X	X				X					
	<b>Understanding the Image</b>	X		X				X	X	X															
	Creative Collaboration		X						X	X					X					X	X				
	<b>Ambitions</b>			X				X	X						X					X					
	Negotiated Project			X						X				X	X					X	X				
	Community			X				X	X	X					X	X				X	X				
	BU/Faculty Elective																								

**A – Subject Knowledge and Understanding**

This programme provides opportunities for students to develop and demonstrate knowledge and understanding of:

- A1 identify and explain the processes linking production, distribution, circulation and consumption;
- A2 industry standard practices as applied to the initiation, development, production of a photographic portfolio;
- A3 critically evaluate different professional and cultural contexts and how they inform their practice;
- A4 identify and explain the legal, ethical and regulatory frameworks that affect media and cultural production, manipulation, distribution, circulation, and consumption;
- A5 recognise the professional, technical and formal choices which realise, develop or challenge existing practices and traditions, and of the possibilities and constraints involved in production processes;
- A6 recognise the key historical concepts, innovations and debates that have shaped the traditional and contemporary media landscape.

**C – Subject-specific/Practical Skills**

This programme provides opportunities for students to:

- C1 produce work that can demonstrate effective manipulation of a range of production and post production equipment and software;
- C2 utilise a range of practical and operational skills, processes and equipment in an effective manner, applied to a variety of situations and contexts, including traditional, contemporary and cross over photographic practice;
- C3 produce work which recognises photographic forms and styles and explain their impact on audiences;
- C4 organise and manage creative projects, exercising initiative sound judgement and reflexivity;
- C5 deliver work to a given length, format, brief and deadline that demonstrates sound knowledge and understanding of current practices, form, technique and processes;
- C6 demonstrate the development of creative ideas and concepts based upon secure research strategies.

**B – Intellectual Skills**

This programme provides opportunities for students to:

- B1 engage critically with major thinkers, debates and intellectual paradigms within the field and put them to productive use;
- B2 demonstrate a comprehensive understanding of relevant ethical and professional issues and debates appropriate to their field of study;
- B3 reflect critically on their decision-making and practice, and propose ways in which the work may be extended or improved;
- B4 analyse closely, interpret and show the exercise of critical judgement in the understanding and evaluation of photographs;
- B5 demonstrate an understanding of how research informs their contemporary practice;
- B6 understand the photographic commissioning and production process.

**D – Transferable Skills**

This programme provides opportunities for students to:

- D1 draw on a comprehensive range of techniques to communicate their work effectively to a range of stakeholders and target audiences, including peers, tutors, professionals, and the public;
- D2 work productively in a group or team, showing abilities at different times to listen, contribute and lead effectively;
- D3 retrieve and generate information, and evaluate sources, in carrying out independent research;
- D4 apply entrepreneurial skills in dealing with audiences, clients, consumers, markets, sources and/or users;
- D5 organise and manage supervised, self-directed projects;
- D6 define and apply an appropriate research topic and framework.