THE NORTHERN SCHOOL OF ART

Programme Handbook

BA (Hons) Commercial Photography

2019-2020

TEF Gold

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Contents

Section One

Programme Specification

The Programme Specification provides a summary of the main features of the BA (Hons) Commercial Photography programme, and the learning outcomes that a 'typical' student might reasonably be expected to achieve and demonstrate if he/she passes the programme.

Further detailed information on the learning outcomes, content and learning and teaching methods of each module can be found in your module handbooks.

Key Programme Information	
Final award	BA (Hons)
Programme title	BA (Hons) Commercial Photography
Teaching institution	The Northern School of Art
Awarding Institution	Arts University Bournemouth [AUB]
Professional accreditation	British Institute of Professional Photographers [BIPP]
Length of programme/mode of study	3 Years Full-Time
Level of final award (in FHEQ)	Level 6
Subject benchmark statement(s)	Art and Design
UCAS code	W642
Language of study	English
External Examiner for programme:	Adrian Davies Leeds College of Art
Please note that it is not appropriate for students to contact External Examiners directly	
Date of validation	March 2017
Date of most recent review	Not applicable
Date programme specification is written/revised	June 2018

Programme Introduction

A Photographer – one who 'attempts to place, within the image, information that is not predicted within the program of the camera'

V. Flusser (2000) Towards a Philosophy of Photography[1]

The BA (Hons) Commercial Photography programme aims to provide you with the opportunity to develop the creative, intellectual, technical and transferable skills needed to be a successful practitioner in the contemporary markets of the commercial photography industry. The programme has been designed to educate, challenge, test, and prepare career-minded photographers to find their own voices and succeed as confident communicators and commercial imaging professionals within the expanding 'digital age'.

The programme has been developed in consultation with professional practitioners, trade bodies, online content producers and industry partners. While studying on the programme, you will have the opportunity to become a member of the Association of Photographers [AOP] and the British Institute of Professional Photographers [BIPP], as well as an Adobe Certified Expert [ACE] and a Phase One Certified Professional [POCP] – you will be able to attend professional training sessions within your programme and delivered in conjunction with Adobe and Phase One. Technical digital proficiency and creative awareness will be nurtured throughout a comprehensive learning experience that fosters your visual literacy, and enables you to develop a rewarding career.

The discipline of commercial photography is constantly evolving and it is widely recognised by the industry that graduates with a combination of creative, intellectual, visual, digital, technical and analytical skills have an advantage seeking employment in this sector. As a practice-led programme, the BA (Hons) Commercial Photography philosophy aims to link practical and theoretical knowledge with the appropriate production of technically proficient and highly competent, innovative and contextualised imagery; thereby creating a deeper understanding of the function of the creative professional in the commercial photographic industry.

The programme reflects industry requirements and expectations by placing an emphasis on digital practice. There is a strong industry focus, as well as exploration of concept and experimentation to inform and shape a personal professional response. You will be encouraged to develop your abilities in creative and commercial digital photographic practice with an understanding and appreciation of current technical, client and business considerations in order to be successful and sustainable as a practitioner. You will be able to respond to communicating the needs of clients in a collaborative manner that challenges conventional commercial outputs and offers alternative solutions to accepted practices.

Within the vibrant and stimulating environment of a specialist art and design school, you will have the opportunity to engage with the social, cultural and commercial aspects of digital photography in a unique and visually challenging location, which is

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[1] Flusser, V. (2000). Towards a Philosophy of Photography. London: Reaktion Books.

ideally suited to its reputation for producing contemporary commercial photographers. Past students are now successful within the industry and have won awards from the AOP, the BIPP, Alamy, the Royal Photographic Society [RPS] and the London Photo Awards.

The programme complements a range of other disciplines at the School, such as film and moving image, graphic design, illustration and fashion, and is designed to promote and produce creative individuals who can explore and evolve their own commercial photographic vision through individual and collaborative practice. Throughout the programme, you will be encouraged to acquire life-long learning skills as you mature into a critically aware creative decision-maker able to tackle the current demands and future challenges of the commercial photographic imaging industry, or to progress to postgraduate study.

Programme Aims

PA1   To enable you to review, consolidate and extend your knowledge and understanding of your field of study and apply this to a range of contexts

PA2   To provide opportunities for individually-focused research and investigation that informs your creative practice and personal development

PA3   To enable you to identify, analyse, interrogate and integrate the relationship between theories and practice

PA4   To encourage independent approaches to creative practice and project management, including planning and organisation, investigation, evaluation and collaboration

PA5   To enable you to produce work to a standard appropriate to the professional context of your field of study, informed by research and experimentation

PA6   To enable you to communicate effectively in a variety of forms appropriate to a range of contexts and audiences

Programme Outcomes

PO1   Demonstrate a systematic understanding of key areas of your field of study and its cultural, ethical and professional contexts

PO2   Synthesise, evaluate, reference and apply research from appropriate sources to make independent judgements and to initiate and carry out projects

PO3   Demonstrate conceptual understanding that enables you to devise and sustain arguments, solve problems, and use ideas and techniques appropriate to your field of study

PO4   Manage your own work and learning as an autonomous practitioner and collaborate with others in preparation for employment, continuing professional development and/or postgraduate study

PO5   Apply an appropriate range of practical and technical skills to produce solutions and outcomes relevant to your field of study and related professional practice

PO6   Communicate information, ideas, problems and solutions in a range of appropriate formats to specialist and non-specialist audiences, including potential employers and professional networks

Reference Points

UK Quality Code for Higher Education, including:
- Subject Benchmark Statement: Art and Design
- Framework for Higher Education Qualifications [FHEQ]

AUB Undergraduate Regulatory Framework
Northern School of Art Strategic Plan
Northern School of Art Higher Education Learning, Teaching and Assessment Strategy

Learning, Teaching and Assessment

Learning and Teaching Strategies

Your programme has been designed to give you a clear and logical learning experience, which encourages you to take an active part in the learning process. Each level of the programme has explicit learning outcomes that indicate the range of your knowledge and understanding, including intellectual, practical, professional and transferable skills.

The programme helps you to develop the ability to plan, manage and evaluate your learning, which is vital to the process of becoming an independent and professional practitioner. It also encourages you to take a more questioning approach, so that you can resolve problems with increasing confidence in your own judgements.

Formative feedback throughout modules helps you to evaluate your progress and identify your individual strengths and areas for development, based on feedback from tutors, other students, and your own self-evaluations.

The programme objectives are met by deploying a wide variety of teaching and learning methods including assignments, projects, lectures, seminars, group critiques and tutorials. In consultation with the Programme Leader, academic staff are responsible for coordinating individual modules of study, and for selecting appropriate methods of delivery according to the subject matter and the student experience.

The learning and teaching methods used to enable you to develop the skills, knowledge and critical awareness required to become a creative practitioner and promote the development of transferable skills, which are essential for employability.

The study time allocated to each module in the programme incorporates a balance of formal teaching, tutorial support and independent learning. The programme is structured progressively to provide increased opportunities for independent learning

as you reach the later stages of the programme. The promotion of independent learning reflects your anticipated maturity as a student and allows you to direct your learning towards individual goals.

The integration of theory and practice is crucial in your development as a well-rounded and informed creative practitioner. This is promoted and reinforced through a team-teaching approach in both practical and written modules. Lectures, seminars and tutorials may be delivered by academic staff, as appropriate, in the creative environment of the studio, lecture theatre and seminar rooms.

Level 4 – Foundation and Orientation

Level 4 provides you with an introduction to the concepts, skills and knowledge associated with your subject area. You can access guidance and support from tutors during teaching sessions, but you are also expected to use independent study time to develop your skills further. Verbal and written formative feedback in tutorials and teaching sessions provides you with a clear indication of your progress, and you can use formative self and peer evaluation to help you to develop your critical and evaluative abilities.

Level 5 – Development and Exploration

The learning and teaching strategies used in Level 5 encourage you to take more responsibility for your learning and personal development, underpinned by formative self and peer evaluation. You are provided with opportunities to extend your subject knowledge and associated skills, and to study specific areas in greater depth. As you progress through Level 5, you are able to focus increasingly on your individual areas of interest and specialism. This is determined through the introduction of Learning Agreements, in which you can negotiate your own routes of inquiry, including research, development and realisation, in response to module learning outcomes. Elements of work-related learning, such as live projects, enable you to develop your professional practice and experience of working in a commercial context. Throughout Level 5, you are also encouraged to seek and negotiate your own work experience, if suitable opportunities are available.

Level 6 – Consolidation and Expertise

In Level 6, you are encouraged, within a supportive environment, to interrogate your specialism, consider your future direction and use the opportunity to effectively and meaningfully plan, prepare and move forward. Through analysing and defining your individual direction, you will develop a range of intellectually and practically challenging work that helps you to consolidate your prior experience, knowledge and skills to a higher level of expertise. Emphasis is placed on self-initiated projects and your ability to plan and manage your own learning within all modules. You are expected to work with a considerable degree of independence and to exercise effective critical analysis, evaluation and professional practice. However, specialist academic tutors will give you guidance throughout Level 6 in order to provide a structured and supportive learning environment, promoting a manageable level of student autonomy, while continuing to address any potential issues. Individual

student-initiated projects are developed, negotiated and undertaken within the module framework to assist you in the realisation of your creative aspirations as an independent practitioner.

Methods of Learning Glossary

A variety of methods are used to help you to engage with your learning, both by you as a student and by your tutors – some of these methods are described below.

Timetabled teaching sessions

Your student timetables indicate the teaching sessions that have been arranged for you across the modules that you are studying, and are available to you on the VLE. Within your teaching sessions, you will take part in a variety of activities that will help you to learn and develop as appropriate to each module and assignment. Specific learning and teaching strategies used in teaching sessions can include:

- Projects and assignments - covering a range of learning areas
- Tutorials - for appraisal and development as an individual or in groups
- Critiques - to provide formative feedback and to develop your presentation skills
- Lectures - formal and informal
- Flipped Learning – introduced to the learning material before class, with classroom time then being used to deepen understanding through discussion with peers and problem-solving activities
- Seminars - discussions that develop your critical responses
- Demonstrations - practical and workshop-based activities

Independent study

In addition to teaching sessions, the development of your skills and knowledge requires extra individual input defined as independent study. This will appear on your timetables and is an important part of the learning hours required for each module.

During these periods, tutors are not timetabled to teach you, but technician demonstrators and Library staff are available to help you to undertake research and the development of ideas and practical work. It is your responsibility to make good use of independent study time and the facilities available. It is essential that you access the specialist workshops during this time to develop your skills with materials, equipment and processes. The School's opening times and access to resources are intended to provide extra opportunities for you to benefit from your studies and to achieve your goals.

Assignments

A strategy based on practical and/or written work, ranging from staff-initiated activities at Level 4, and leading progressively to increasingly student-led activities at Levels 5 and 6.

Live assignments or live briefs

An assignment negotiated between a tutor and a relevant external agency, providing an opportunity for you to work within the constraints of a commercial brief. Live assignments/live briefs can also include competitions and awards.

Projects

An activity initiated by you as a student in which the emphasis is on student-centred learning. The tutor acts as a supervisor, negotiating the choice of topic with you through the Learning Agreement (see below), and supporting you throughout the project, including ethical considerations, which will be undertaken on an individual basis and/or in groups.

Lectures

A structured presentation of ideas, concepts and content knowledge by academic staff and visiting lecturers to groups of students, followed by feedback, questions and answers.

Academic tutorials

A meeting with an academic tutor or tutors either to discuss the progress of your work on a formative basis or to give summative feedback about your achievement in individual modules or the programme in general. Academic tutorials can take place on an individual basis, or with a group of students.

Seminars

A group activity involving the open discussion and analysis of topics – seminars may be tutor-led or student-led and can include short presentations.

Group critiques

These involve students in presenting and discussing work with tutors and the peer group within modules, giving you the opportunity to evaluate and respond to feedback.

Workshops

Specific activities within specialist modules that provide the skills required for assignments and can be delivered by tutors and/or technician/demonstrators. Technical and practical skills are developed in a range of techniques, processes and materials relevant to your area of study and specialism.

Educational visits

Educational visits to a range of external venues provide opportunities for you to broaden your field of research and knowledge related to your area of study. You will be given information about your programme's planned educational visits throughout the academic year.

Personal Development Planning [PDP]

Personal Development and Planning [PDP] are linked to all Levels of the programme through methods of reflective practice and planning which are integral to each module and help you to plan, integrate and take responsibility for your personal, academic and career development. In dialogue with tutors through formative feedback, you are encouraged to identify strengths and areas for development and establish learning goals that might improve perceived weaknesses and enhance your strengths.

Learning Agreements

As you progress through the programme, there are increasing opportunities for you to negotiate your own learning. Learning Agreements are introduced at Level 5 as a mechanism to support you in defining your individual learning in the context of the programme. Within the Learning Agreement, you will outline how you intend to fulfil the module aims and outcomes and how you plan to achieve this. This enables you to vary the work you produce according to your own personal and professional goals and aspirations whilst meeting the specified aims and learning outcomes of the module. The Learning Agreements contribute towards evidence of your Personal Development Planning. At level 6, the learning agreement includes an ethical approval process showing evidence of ethical awareness processes to overcome issues.

Assessment

Each module is assessed separately, and the assessment forms part of the module. Assessment both provides a measure of your achievement and also gives you regular feedback on how your learning is developing.

At every Level of your programme, you will be provided with a Module Handbook for each module, which contains information about the individual modules you will be studying. This includes what you are expected to learn within each module; the work that you have to submit; how it will be assessed; the deadline for submitting your work for assessment; and when you can expect to receive summative feedback.

You will receive a final mark for each module in the form of a percentage, which is recorded on your formal record of achievement (transcript). Each component of assessment is marked using a notched marking scale, whereby only certain marks are used within each banding of marks. The only marks available within any ten-point band are *2, *5 and *8 (e.g. 62, 65, 68). These marks correspond to a low, mid, and high level of achievement within each banding of marks.

All learning outcomes must be passed to successfully complete the module.

On successful completion of your Honours degree programme, you will be awarded a degree classification based on your module marks. The final classification is determined using all module marks at Levels 5 and 6 using two different algorithms, which are detailed in the Undergraduate Regulatory Framework and Assessment Regulations (available on the VLE). If the two algorithms produce different results, you will be awarded the higher class of degree.

If you have joined Level 6 either through the Accreditation of Prior Learning [APL] route or having completed a Foundation Degree [FdA], the final classification is determined using only your module marks at Level 6.

For further information on progression, awards and classifications, please visit the VLE.

Programme Structure

All students are registered for the award of BA (Hons); however, exit awards are available if you leave the programme early, having successfully completed one or two Levels. If you successfully complete a Level of the programme, you will automatically be entitled to progress to the next Level.

For the award of a Certificate of Higher Education (CertHE), you must have achieved a minimum of 120 credits at Level 4. This qualification may be awarded if you leave the School following successful completion of the first year of your programme.

For the award of a Diploma of Higher Education (DipHE), you must have achieved a minimum of 240 credits of which a minimum of 120 must be at Level 5. This qualification may be awarded if you leave the School following the successful completion of the second year of your programme.

For the award of a BA (Hons), you must have achieved a minimum of 360 credits of which a minimum of 240 must be at Level 5 or above, of which a minimum of 120 credits must be at Level 6. This qualification will be awarded upon successful completion of your programme.

A BA without Honours may be awarded if you have achieved 300 credits, at least 180 of which are at Level 5 or above, and at least 60 of which are at Level 6.

Programme Content

The programme is structured to provide you with the skills, knowledge and abilities that will help you to become increasingly independent as a creative practitioner within the contemporary commercial photography imaging industry, and to develop the skills required for employment, entrepreneurship, professional practice and postgraduate study.

The programme's modules have been designed and organised to provide opportunities for you to develop, integrate and consolidate a wide range of knowledge and expertise. The module structure provides you with a holistic and coherent learning experience and a comprehensive framework for assessment and progression that will enable you to gain recognition for your progress and achievement.

The programme consists of three Levels (4, 5 and 6), each lasting one academic year of full-time study. Each Level is divided into modules, which may vary in size. A standard module represents 200 hours of study and is worth 20 credits. Depending on the complexity of the area being studied, some modules may be larger, for

example, in the second half of Level 4 and in Level 5 you will study double (40 credit) modules and two double modules (40 credits) in Level 6.

Level 4

The main aim at Level 4 is to enable you to use your digital camera with confidence, to operate safely on location and in the studio environment, and to start to produce competent outputs related to industry standards. You need to become competent in the areas of digital capture, digital single-lens reflex [DSLR] video, image processing and management, colour-management and working with artificial lighting in studio and location environments.

In Level 4, the induction experience is an introduction to a range of relevant equipment and processes as well as an orientation to the School environment, the discipline of Commercial Photography, and learning at an undergraduate level.

The structure of the Level 4 modules helps you to manage your workload through the staggered timing of summative assessment across the academic year. Learning takes place within structured lectures, demonstrations and workshops appropriate to the module learning outcomes. Greater consideration is given to the flexible learning approaches that enhance the delivery of technical competency, supported by planned technical expertise and facility. Practice-based development is supported by **Introduction to Critical Thinking** and **Digital Enhancement and Retouching** modules, which introduce you to the requirements and expectations of undergraduate study, and enable you to become increasingly aware of the creative sectors, markets and environments in which commercial photographers operate.

The **Digital Photography and Workflow** module (20 credits) is delivered through a series of introductory workshops in which you will have the opportunity to develop the essential technical and practical skills required in order to work safely and creatively with digital cameras and workflow software in the context of commercial photography.

The **Commercial Lighting (Studio and Ambient)** module (20 credits) enables you to become proficient in photographic lighting techniques for commercial photography in order to work safely and creatively in the studio and on location.

The **Introduction to Critical Thinking** module (20 credits) introduces the development of study and analytical skills through the exploration of contemporary and historical texts that define contemporary / documentary photography. In order to formulate reasoned responses to the critical judgements of key texts, you will analyse information and experiences through reflection, review and evaluation. This is delivered through a series of lectures and seminars which are designed to help you to understand and appreciate the influences on historical and contemporary photographic culture.

The **Digital Enhancement and Retouching** module (20 credits) introduces you to the relevant creative software used extensively as standard within the commercial photography industry and enables you to grasp the fundamentals of colour-management and retouching.

The **Genres in a Commercial Context** module (40 credits) gives you the opportunity to explore different categories of commercial photography in order to develop an initial portfolio that includes a range of work in a variety of relevant areas. These include, for example: social portrait photography; wedding photography; public relations [PR] photography; architectural / interior photography; and lifestyle / adventure photography.

Level 5

The main focus in Level 5 is to enable you to develop and explore a deeper understanding of commercial photography and an increased level of independence through negotiation and evaluation. This includes opportunities to study specific areas that are introduced in Level 4 in greater depth, appropriate for vocational and professional purposes.

As you progress through Level 5, you will begin to navigate your individual pathway based on your areas of potential specialism. The Learning Agreement helps you to identify and negotiate your individual focus and choices within specific modules and supports the development of your personal routes of inquiry. The Learning Agreement is also used as evidence of Personal Development Planning [PDP]. An increasing emphasis is placed on self-evaluation to enable you to reflect critically on your own learning and to demonstrate your ability to take more responsibility for how and what you learn with a view towards an identified focus in Level 6 and beyond.

Increasingly throughout Level 5, you are expected and encouraged to develop your conceptual understanding of commercial photography and your individual positioning as a practitioner. A professional awareness of the context of how to operate and work as a commercial photographer is embedded into all of the modules with a key emphasis on the AOP's guidance from Beyond The Lens .

During Level 5, you will be encouraged to seek and negotiate work experience of up to two weeks, which should be appropriate to your individual development and areas of interest within commercial photography. However, whilst the School can give you help and support in finding work experience, it cannot guarantee that suitable opportunities will be available. It is your responsibility to organise your work experience, which will be negotiated and approved with the framework of the Undergraduate Work Experience Release Procedure. This enables you to apply for extensions to assessment submission deadlines of up to two weeks to correspond with the length of the work experience for modules being studied during your period of absence from the School; and also requires that rigorous risk assessment procedures are followed to ensure your health and safety.

The first part of Level 5 includes two practice-based modules with a more specialist photographic focus, which enable you to develop your skills and experience further.

The **Fashion Photography** module (20 credits) and the **Advertising and Product Photography** module (20 credits) extend and develop your understanding of specific areas of commercial photography, their global perspective, and the roles available

within them. The modules are intended to develop a practical focus on the further development of employability skills and professional practice.

The **Critical Thinking and Contemporary Photography** module (20 credits) extends your knowledge and awareness of issues and current debates that shape, define and influence contemporary photographic culture and practice. The module will relate to key texts in the area of documentary and enables the further development of skills in research and critical analysis through the production of an essay. It develops study skills, written communication and the adherence to academic protocols.

The **Advanced Enhancement and Retouching** module (20 credits) aims to extend and develop the skills you have acquired in the Level 4 Digital Enhancement and Retouching module by exploring different ways to enhance and retouch digital images in more depth. You will work with high quality images and a range of different scenarios to produce appropriate solutions to a variety of problems relevant to the commercial photography industry.

The Negotiated Project module (40 credits) gives you the opportunity to identify and negotiate your area of specialism as a commercial photographer within the framework of a Learning Agreement. You will be encouraged to work in collaboration with students from other disciplines to photograph the work (the 'product') of others (the 'client') in the context of a live brief.

Level 6

At Level 6, you are able to consolidate and demonstrate the knowledge, understanding and skills you have gained in Levels 4 and 5, and to develop increasing levels of expertise and independence in preparation for future professional practice or postgraduate study. Extended projects encourage in-depth study and sustained research towards the realisation and presentation of a substantial commercial photography portfolio to a professional standard.

The Level 6 modules have been devised to enable you to design your individual pathway through the final year, resulting in a focused package of skills which is supported by extensive critical and analytical research, and is demonstrated in your visual language. For students who wish to progress onto postgraduate study, the emphasis will be focused on the requirements of a successful application.

The structure of Level 6 modules is common to all undergraduate programmes at The Northern School of Art and consists of four consecutive modules that enable you to research, plan, undertake and conclude a pathway of study that is specific to your individual areas of focus and interest within your creative discipline. The common structure also provides opportunities to work collaboratively with students from other disciplines, and the potential cross-fertilisation of creative practice is intended to reflect the realities of the contemporary creative industries.

The modules are structured to promote the integration of theory and practice and to ensure that concepts are realised in a manner that will support your personal and professional development. The final module concludes with a degree show that will focus on your future intentions with relevant written and practical work. The dissertation or report will inform the work for your final portfolio and develop a self-identified written investigative study that relates directly to your creative practice.

Throughout Level 6, you will be provided with a curriculum that allows for individual progression and development, and is integrated with opportunities that enhance the realisation of your own vision to enable you to graduate as a professional and informed creative practitioner.

Level 6 modules are either 20 credits or 40 credits in value.

In the Project Research and Preparation module (40 credits), you will identify, initiate and negotiate a personal project that will enable you to consolidate and demonstrate your individual creative identity. This should reflect the individual focus of your creative practice and career aspirations; and be underpinned by extensive research, analysis and development work that supports the realisation and production of your creative outcomes in the Final Major Project. You will be able to research, define and develop a complex project that challenges your existing practice, and to consider potential collaborations in preparation for working in the creative industries, or for postgraduate study. The research, planning and development that you undertake during the Project Research and Preparation module will include identifying and negotiating the topic of your written investigative study for the Dissertation / Report module, which will be devised to inform and enhance your practical work.

The Dissertation / Report module (20 credits) provides you with the opportunity for extended research and investigation into a negotiated individual topic based on an aspect of your creative practice. The choice of either a theoretical argument (dissertation) or a factual report (for example, on an aspect of potential entrepreneurial activity) should be determined by your individual aims and aspirations after graduation. Both options will equip you with a wide range of skills that can be applied to research, information retrieval and academic writing.

The Final Major Project module (40 credits) enables you to focus on your specialism and to apply the knowledge, skills and intellectual abilities acquired and developed throughout your programme. You will realise the conceptual, theoretical and professional inquiry identified in the Learning Agreement that you produced in the Project Research and Preparation module in order to bring your ideas to a reasoned conclusion, based on problem-solving, decision-making and critical evaluation. Your ability to manage a complex project with an independent and professional approach is a key aspect of this module. The final creative outcomes should be executed and presented to a standard appropriate to Level 6 Honours degree study and to their commercial or professional focus.

The Final Show and Portfolio module (20 credits) is a launch point for your commercial vision or progression to postgraduate study. You will present yourself
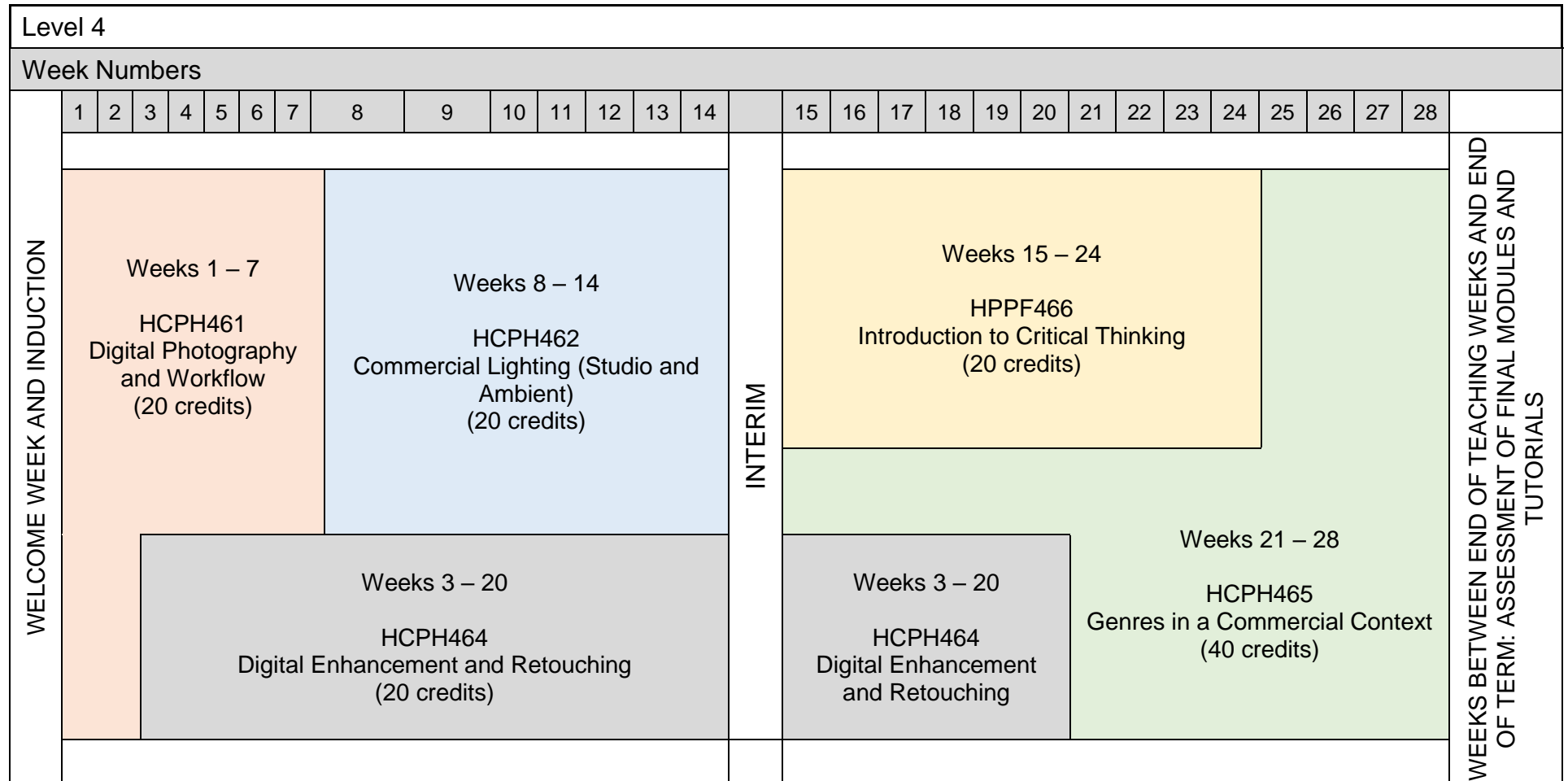
and your work in a relevant professional context that highlights the progression you have made as a critical creative practitioner. The opportunity to create an outward-facing exhibition that showcases your creative practice and achievements is your chance to take the first steps into the creative industries. Working with a provided space, you will manage and deliver an individual show that promotes your final portfolio of work, supported by self-promotion and marketing tools directed at your own professional aspirations.

Programme Modules

Module Code	Module Title	Credit
Level 4		
HCPH461	Digital Photography and Workflow	20 credits
HCPH462	Commercial Lighting (Studio and Ambient)	20 credits
HCPH464	Digital Enhancement and Retouching	20 credits
HCPH465	Genres in a Commercial Context	40 credits
HCPH466	Introduction to Critical Thinking	20 credits
Level 5		
HCPH561	Fashion Photography	20 credits
HCPH562	Advertising and Product Photography	20 credits
HCPH564	Advanced Enhancement and Retouching	20 credits
HCPH565	Negotiated Project	40 credits
HCPH566	Critical Thinking and Contemporary Photography	20 credits
Level 6		
HCPH661	Project Research and Preparation	40 credits
HCPH662	Dissertation / Report	20 credits
HCPH663	Final Major Project	40 credits
HCPH664	Final Show and Portfolio	20 credits

Programme Diagram

This diagram indicates the proposed start and end dates for each module and shows teaching weeks only; holiday periods are not included. Further information on the structure of each module is included in your Module Handbooks.

Level 4

Week Numbers

	1	2	3	4	5	6	7	8	9	10	11	12	13	14		15	16	17	18	19	20	21	22	23	24	25	26	27	28	

WELCOME WEEK AND INDUCTION

Weeks 1 – 7

HCPH461
Digital Photography and Workflow
(20 credits)

Weeks 8 – 14

HCPH462
Commercial Lighting (Studio and Ambient)
(20 credits)

INTERIM

Weeks 15 – 24

HPPF466
Introduction to Critical Thinking
(20 credits)

Weeks 3 – 20

HCPH464
Digital Enhancement and Retouching
(20 credits)

Weeks 3 – 20

HCPH464
Digital Enhancement and Retouching

Weeks 21 – 28

HCPH465
Genres in a Commercial Context
(40 credits)

WEEKS BETWEEN END OF TEACHING WEEKS AND END OF TERM: ASSESSMENT OF FINAL MODULES AND TUTORIALS

Level 5

Week Numbers																												
	1	2	3	4	5	6	7	8	9	10	11	12	13	14		15	16	17	18	19	20	21	22	23	24	25	26	27	28

WELCOME WEEK AND INDUCTION

Weeks 1 – 7

HCPH561
Fashion Photography
(20 credits)

Weeks 8 – 14

HCPH562
Advertising and Product Photography
(20 credits)

INTERIM

Weeks 15-24

HCPH564
Advanced Enhancement and Retouching
(20 credits)

Weeks 2 – 22

HPPF566
Critical Thinking and Contemporary Photography
(20 credits)

Weeks 2 – 22

HPPF566
Critical Thinking and Contemporary Photography
(20 credits)

Weeks 20 – 28

HCPH565
Negotiated Project
(40 credits)

WEEKS BETWEEN END OF TEACHING WEEKS AND END OF TERM: ASSESSMENT OF FINAL MODULES AND TUTORIALS

Level 6

Week Numbers

0	1	2	3	4	5	6	7	8	9	10	11	12	13	14		15	16	17	18	19	20	21	22	23	24	25	26	27	28	

WELCOME WEEK AND INDUCTION

Weeks 1 – 9

**HCPH661
Project Research and Preparation**
(40 credits)

Weeks 1 – 14

**HCPH662
Dissertation / Report**
(20 credits)

INTERIM

Weeks 15 – 23

**HCPH663
Final Major Project**
(40 credits)

Weeks 24 – 28

**HCPH664
Final Show and Portfolio**
(20 credits)

WEEKS BETWEEN END OF TEACHING WEEKS AND END OF TERM: ASSESSMENT OF FINAL MODULES AND TUTORIALS

Mapping of Module Learning Outcomes to Level Outcomes

Level 4 Outcomes On successful completion of Level 4, you will be able to:	Digital Photography and Workflow 20 credits	Commercial Lighting (Studio and Ambient) 20 credits	Introduction to Critical Thinking 20 credits	Digital Enhancement and Retouching 20 credits	Genres in a Commercial Context 40 credits
Describe, explain and use key elements of knowledge and key concepts of commercial photography in defined contexts	* LO1	* LO1	* LO1	* LO1	* LO1
Gather, describe and apply research from primary and secondary sources in order to develop ideas and make sound judgements	* LO2		* LO2		* LO2
Evaluate the appropriateness of different approaches to solving problems related to commercial photography					* LO3
Reflect upon and evaluate your progress in order to identify your strengths and areas for development		* LO2		* LO2	
Apply a range of practical and technical skills relevant to commercial photography in defined contexts	* LO3	* LO3		* LO3	
Communicate the results of your study accurately and reliably with structured and coherent discussion and representation			* LO3		* LO4

Level 5 Outcomes On successful completion of Level 5, you will be able to:	Fashion Photography 20 credits	Advertising and Product Photography 20 credits	Critical Thinking and Contemporary Photography 20 credits	Advanced Enhancement and Retouching 20 credits	Negotiated Project 40 credits
Demonstrate knowledge and critical understanding of the well-established principles of commercial photography and apply these to a range of activities	* LO1	* LO1		* LO1	* LO1
Use a range of established techniques to initiate and undertake the critical analysis of information		* LO2	* LO1	* LO2	
Critically evaluate the appropriateness of different approaches to solving problems in the area of commercial photography in order to propose solutions		* LO2			* LO2
Apply reflective practice and evaluation to the negotiation and management of your own learning and the identification of individual routes of inquiry					* LO3
Select and apply appropriate practical and technical skills relevant to commercial photography in order to develop existing skills and acquire new competences	* LO2	* LO3		* LO3	
Effectively communicate information, arguments, concepts and analysis in a variety of forms to specialist and non-specialist audiences	* LO3		* LO2		

Level 6 Outcomes On successful completion of Level 6, you will be able to:	Project Research and Preparation 40 credits	Dissertation / Report 20 credits	Final Major Project 40 credits	Final Show and Portfolio 20 credits
Demonstrate a systematic understanding of key areas of your field of study and its cultural, ethical and professional contexts	* LO1		* LO1	* LO1
Select, evaluate, reference and apply research from appropriate sources to make independent judgements and to initiate and carry out projects	* LO2	* LO1		
Demonstrate conceptual understanding that enables you to devise and sustain arguments, solve problems, and use ideas and techniques appropriate to your field of study	* LO3	* LO2	* LO2	
Manage your own work and learning as an autonomous practitioner and collaborate with others in preparation for employment, continuing professional development and/or postgraduate study	* LO4	* LO3	* LO3	
Apply an appropriate range of practical and technical skills to produce solutions and outcomes relevant to your field of study and related professional practice			* LO4	
Communicate information, ideas, problems and solutions in a range of appropriate formats to specialist and non-specialist audiences, including potential employers and professional networks		* LO2		* LO2

Resources

Library

The Library provides specialist art and design resources to support the learning, research and curriculum needs of both students and staff at the School. All new students receive a Library induction and a subject-specific resource guide which is followed up by an information skills. Additional help is available within the Library for research, and there is a proofreading service for essays and dissertations to check for spelling and grammatical errors.

The Library holds a variety of learning materials including books, academic journals, DVDs, and magazines. There is also a wide range of specialist electronic resources focusing on art, design and media, including online e-books and e-journals. The Library resources are catalogued onto the Heritage Library Management System, which can be accessed either within the Library or by the online version via the VLE and the School portal.

The Library is Wi-Fi enabled, and facilities include study spaces and a photocopier. The resources, and help from the knowledgeable, friendly staff, make the Library a popular space for work and study.

The Library consistently receives high scores in both the in-house and national student surveys, which are carried out annually.

Information technology [IT] and digital learning resources

The School provides a comprehensive range of IT resources based around Apple Macintosh computers and Windows PCs using the latest in specialist hardware and software solutions. In our studio and open access facilities every computer is pre-loaded with the latest versions of Adobe Creative Cloud and Microsoft Office 365 applications. Specialist programmes demand specialist requirements and the School caters for this with IT resources utilising industry standard software and hardware solutions.

Studio and open access facilities are complemented by our Bring Your Own Device system allowing access of personal hand-held devices to our wireless network and the internet.

IT resources are supported by a knowledgeable and friendly IT team that endeavours to put the student first and resolve any issues. IT support is accessible via our in-house helpdesk, which is open from 8.30am to 5.00pm Monday to Thursday and 8.30am to 4.30pm on Fridays, email: helpdesk@northernart.ac.uk.

The School provides access to a variety of programme and School related information including Programme Handbooks, Module Handbooks and online learning materials through the VLE.

Student Support

Academic guidance and support

Academic staff are responsible for providing you with feedback on your work and your general academic progress, and for providing academic support and guidance through the programme. This is provided through critiques and written feedback, as well as guidance on practical work and informal discussion about your progress. These sessions may be individual or, in the case of collaborative work, in small groups.

Academic tutorials are scheduled to allow you to have in-depth discussions about your work or the programme in general. You will be entitled to at least one formal recorded academic tutorial per semester with a nominated member of your Programme Team. For further information about academic tutorials, you can refer to the HE Academic Tutorial Policy, which is available on the VLE.

Support and advice are also provided on an informal basis throughout the programme, through discussions between staff and students.

The School's HE Academic Support facility provides additional taught sessions and talks for all students in areas that will support your academic studies. These sessions are scheduled to align with the curriculum and relevant module deadlines and are delivered within programme areas as requested by academic staff or students.

- Academic referencing
- Academic research/reading
- Note-taking
- Essay and dissertation preparation
- Report writing
- Understanding module requirements
- Understanding summative and formative feedback
- Writing a self-evaluation
- How to complete a Learning Agreement
- Personal Development Planning [PDP]
- Time-management
- Confidence-building

In addition, HE Academic Support provides one-to-one and group support tutorials for all students throughout the academic year.

More information is available on the HE Academic Support section of the VLE.

Career education, information and guidance

Advice and guidance for careers support and further training are offered throughout your programme to help you understand the career routes available within your chosen profession. In addition to activities on your programme that will help to guide you towards your individual career path, it is important that you do your own additional research into potential careers. The academic staff on your programme,

many of whom are creative practitioners, will be able to give you further advice about careers in your subject area. Additional support and mentoring to assist in your career planning and research is available from the School's Employability and Enterprise Centre (Folio), and there is also a careers section in the Library.

Support for students with disabilities (including dyslexia)

The School is committed to the principles of equality and diversity and welcomes applications from students with a disability or learning difficulty. The School aims to support all students' individual needs wherever possible to enable all students to achieve their full potential.

If you experience a disability, mental health condition, specific learning difficulty, e.g. dyslexia, Autistic Spectrum Disorder, or long-term health condition, the Student Services team will support you to access additional funding (Disabled Students Allowances - DSA), which may fund the cost of any your support needs. A member of the Student Services team will contact you before you enrol to ask about any support you need, and put in place interim support while they are helping you to access DSA funding.

In addition, all students have the opportunity to complete a dyslexia screening test when they start their programme. This is called the LADS (Lucid Adult Dyslexia Screening) test and helps to identify if you need any extra support, even if you have never accessed support before. If you do, the team will work with you to identify what support you need and help you to access further diagnostic tests and funding. The Student Services team can also offer dyslexic thinkers one-to-one support from a specialist tutor to help develop learning skills, as well as offering all students facilities such as a proofreading service via the Library.

Pastoral support and guidance

Support and advice on non-academic matters are provided through trained and qualified professional staff within the Student Services team.

The Student Services team is based in the main building behind reception and is open 5 days a week. There is no need for an appointment, you can access support at any time, and the team are all contactable by email or through the online chat facility on the VLE.

The team can help with a variety of issues from practical support in areas such as finance, funding, accommodation and health-related issues, to support and advice on personal issues.

The team also has an onsite counselling service, which you can access whether or not you have seen a counsellor before. This service can help to find positive solutions to issues such as bereavement, mental health issues, and support in managing stress and anxiety. This service is entirely confidential. If the counsellor feels that they are unable to support you or that you would benefit from a different type of service, they will discuss this with you, and help you to seek the support that is appropriate for you.

You can find contact details and further information about Student Services in the Student Services section on the VLE and in various printed booklets available on the noticeboard outside the Student Services office.

Monitoring the quality of your programme

The programme is subject to rigorous quality assurance procedures which involve subject specialist and peer review of the programme by the Arts University Bournemouth at periodic intervals, normally of 5 years. This process ensures that the programme remains up to date, and is preparing you for a career in the creative industries while also delivering a high-quality student experience.

In addition, all programmes undertake an Annual Programme Review, which takes account of relevant information such as:

- External Examiners' Reports
- Key statistics including data on application, retention and achievement
- Results of the National Student Survey [NSS]
- Results of the internal Student Perception Survey [SPS]
- Feedback from Student Representatives, Student Assemblies and Programme Boards of Study
- Feedback from relevant employer groups.
- All programmes develop an Action Plan from the Annual Programme Review process, which is monitored by the School. Your Student Representatives can keep you informed about progress against the programme Action Plan.

Staff development priorities for the Programme Team as a whole are identified through the Annual Programme Review process, and for individuals through the staff Performance Management process.

Indicators of quality and standards

All students on taught higher education programmes at the School are enrolled on a programme validated by the Arts University Bournemouth, which was granted taught degree awarding powers by the Privy Council in 2008; and University status was conferred in 2013.

In February 2016, the School underwent a Higher Education Review [HER] with the Quality Assurance Agency for Higher Education [QAA], which formed the following judgements about the higher education provision at The Northern School of Art [formally, Cleveland Cleveland College of Art & Design]:

- The maintenance of the academic standards of awards offered on behalf of degree-awarding bodies meets UK expectations
- The quality of student learning opportunities meets UK expectations
- The quality of the information about learning opportunities meets UK expectations
- The enhancement of student learning opportunities is commended

This was an excellent outcome, and confirms that our quality assurance mechanisms are robust, meaning that we can have full confidence in the standard of programme outcomes, and the quality of the educational experience we deliver.

More detailed information to support your study on the programme is available in the following documents, which are available on the VLE:

- Online programme information
- Module Handbooks
- Regulatory Framework and Undergraduate Assessment Regulations
- HE Student Regulations
- Student Charter
- School policies and procedures