

## Programme Specification

<b>Programme Title:</b>	
<b>BA (Hons) Photography and BA (Hons) Photography with Foundation Year</b>	
<b>Programme (AOS) Code(s):</b>	<b>BA1PTG1 / BA1PTG4</b>
<b>UCAS Code:</b>	<b>PHOT / PHO4</b>
<b>Name of Final Award:</b>	<b>Bachelor of Arts with Honours, BA (Hons)</b>
<b>Level of Qualification:</b>	<b>Level 6</b>
<b>Regime of Delivery:</b>	<b>Attendance</b>
<b>Mode(s) of Delivery:</b>	<b>Full Time</b>
<b>Typical Length of Study (Years):</b>	<b>3 or 4 years with Foundation Year</b>
<b>Professional Body Recognition / Accreditation (including specific requirements where applicable):</b>	<b>No accreditation sought, but we will apply for affiliation to the Association of Photographers (AOP).</b>

### Brief Description of the Programme

BA (Hons) Photography at Bucks is a contemporary programme of study that is designed to provide you with a broad spectrum of knowledge and understanding of the subject across commercial and culturally-located fields of practice. Equipping you with core technical skills from analogue to digital, academic knowledge, and extending your professional practice, the programme prepares you for future employment in the photography industry, and arts and cultural industries.

In addition to learning about commercial applications (such as editorial and advertising photography), you will develop your knowledge of photography through its interactions with other creative subjects; for example, in the creation of 3-D environments using CGI, exploring design capabilities in commercial field, or experimenting with the moving image as a means of personal expression or visual communication. There will be clear emphasis on arts-based practice, where you will develop projects from concept to exhibition outcomes and be encouraged to adopt experimental approaches and methods.

You will be taught by staff who are active researchers and/or practitioners who will provide you with current insight into the subject, as well as develop your learning through research, collaborative projects, industry briefs and external opportunities. You will refine your skills, methods and knowledge to become thinking practitioners critically-engaged with your subject.

### Programme Aims

- 1 To provide an insight into the processes and contexts which inform the making of commercial and culturally-located photographic images in society, providing opportunities for students to determine personal direction
- 2 To produce well-rounded graduates equipped with a range of technical, academic, creative and professional skills appropriate for the requirements of the image-based creative industries and/or to progress onto postgraduate study

3	To develop students' key transferable skills and behaviours, including self-reflection and management, in order to improve employability prospects and successful independent and collaborative enterprise
4	To provide students with a critical understanding of photography in order to articulate and contextualise their practice within theoretical discourse and broader frameworks of contemporary practice.
5	To offer a contemporary curriculum engaged with social, technological, environmental, ethical and cultural perspectives, enabling graduates to become 'thinking practitioners' or socially-responsible entrepreneurs, applying their learning to a range of commercial and cultural contexts.

## Programme Learning Outcomes

The Bucks Graduate Attributes focus on the development of innovative leaders in professional and creative capacities, who are equipped to operate in the 21st Century labour market and make a positive impact as global citizens. The attributes are developed through the programme.

ID	Learning Outcome
On successful completion of the programme a graduate will be able to:	
<b>Graduate Attribute: Knowledge and its application (K)</b>	
K1	Articulate their creative identity, motivations and aspirations within the context of contemporary photographic practice and the creative industries
K2	Demonstrate a synthesised understanding of the practice-theory relationship as they interpret, analyse and evaluate critical approaches to creative practice.
K3	Contextualise their practice in the light of key debates and theories in the field
K4	Apply a critically-informed knowledge of professional practice to the wider visual arts and media industries
K5	Demonstrate detailed subject knowledge and understanding of the critical dimensions of photography
<b>Graduate Attribute: Creativity (C)</b>	
C1	Apply a range of problem-solving methods to self-set, staff-set and/or industry briefs
C2	Deploy emerging photographic technologies, making use of associated equipment and processes and applying experimental approaches and technical skills relating to both analogue and digital methods
C3	Evidence the synthesis of ideas and concepts within presentation and exhibition
C4	Devise creative and innovative solutions to a brief, using a select choice of techniques, materials, processes and technologies to develop a coherent body of work
C5	Evidence conceptual and theoretical underpinning in response to briefs
<b>Graduate Attribute: Social and ethical awareness and responsibility (S)</b>	
S1	Evidence understanding of professional standards and codes of conduct within the creative industries
S2	Demonstrate understanding of legal rights and ethical responsibilities relevant to photographic practice

S3	Evidence understanding of the power of photography as a tool for representation and influence
S4	Implement a socially responsible approach to practice
S5	Demonstrate appropriate skills, attitudes and behaviours in professional practice
<b>Graduate Attribute: Leadership and self-development (L)</b>	
L1	Manage their own learning and development, demonstrating their ability to solve problems and make creative and professional decisions while being open to change and challenge
L2	Apply the skills of analysis, reflection and self-criticism to themselves and their practice
L3	Manage the progression of complex tasks, meeting deadlines and demonstrating appropriate self and time management
L4	Take responsibility for their participation in and contribution to effective group working, taking a leading role where appropriate
L5	Communicate information, argument and analysis effectively to specialist and non-specialist audiences.

## Programme Structure

Programmes are structured in stages. The number of stages will vary depending on the mode (e.g. full-time, part-time), duration and location of study which will be detailed in the Programme Handbook.

Modules are set at a specific academic level and listed as either core (compulsory) or optional. The level indicates the relative academic difficulty which will increase through the programme. Passing modules will reward you with academic credit. The amount of credits will depend on the complexity of the module and the level of effort required, which is measured in 'notional learning hours'.

Our [Academic Advice webpages](#) provide more information on the structure of taught awards offered by the University.

### Foundation Level (Optional for students on degree programmes)

Code	Module Title	Credit	Core / Option	Compensable (Normally Yes)
FY038	Photography, Design and Visual Communication	30	C	Yes
FY026	Preparing for Success: Knowledge and Creativity	30	C	Yes
FY027	Preparing for Success: Self Development & Responsibility	30	C	Yes
FY028	Enquiry-Based Learning	30	C	Yes

**Level Four**

Code	Module Title	Credit	Core / Option	Compensable (Normally Yes)
PH401	Visual Narratives: Stock and Page	30	C	Yes
PH402	Convergence: Moving Image in Photography	15	C	Yes
PH403	Issues in Representation: Key Concepts in Photography	15	C	Yes
PH404	Photography and Emerging Digital Applications	15	C	Yes
PH405	Visual Narratives: Screen and Wall	30	C	Yes
PH406	Issues in Representation: Visual Analysis	15	C	Yes

**Level Five**

Code	Module Title	Credit	Core / Option	Compensable (Normally Yes)
PH501	Photography for Design, Advertising and Promotion: Editorial	15	C	Yes
PH502	Arts Practices and Methods	30	C	Yes
PH503	Photography and Critical Theory: Concepts, Contexts, Perspectives and Debates	15	C	Yes
PH504	Professional Studies for Photography	30	C	Yes
PH505	Photography for Design, Advertising and Promotion: Campaign and Publicity	15	C	Yes
PH506	Photography and Critical Theory: Genres and Visual Culture	15	C	Yes

**Level Six**

Code	Module Title	Credit	Core / Option	Compensable (Normally Yes)
PH601	Final Major Project	60	C	Yes
PH602	Contextual Report	30	C	No
AD603	Professional Practice	30	C	Yes

**Learning and Teaching Activities**

Please see the [Academic Advice pages](#) for a description of learning and teaching activities that are recognised by the University. Detailed information on this specific programme is outlined below:

A variety of teaching and learning strategies are employed, including:

- Lectures
- Tutorials
- Seminar presentations
- Group critiques
- Practical workshops
- Technical demonstrations
- Guided independent study
- Blended delivery through the use of Blackboard
- Study trips

**Lectures** – The theory element of the curriculum is led or supported by a programme of lectures. On practice-based modules, they could refer to tutor-led presentations and demonstrations of the core content, which is further explored in a range of interactive and integrated activities, including practical workshops; this may include the discussion of historical, critical and contextual information to link theory and practice. Related exercises will be distributed so enabling you to both reinforce and evolve your appreciation of the material covered, incorporating a mixture of individual and group discussion and activity.

**Seminars, Seminar presentations, Group Critiques** – Seminars may involve group critiques when you are required to display your work in progress to tutors and your peers and is considered central to the student learning experience. They allow you to test ideas in the presence of staff and other students as well as more formal presentations which may be assessed. The process encourages you to become increasingly articulate and confident when discussing your work and prepares you for client presentations when you extend your practice into employment. The critique is seen as an important forum not only for critical appraisal but also for debate and discussion, and as an opportunity for you to question the opinions of your tutors and peers.

Briefing meetings/Progress critiques are used to launch projects and discuss current progress and anticipated requirements.

**Tutorials** – Tutorials may be individual or small group based. The tutorial system enables exploration through discussion of issues such as current work, progress, including new ideas and possibilities, research methodologies, providing analysis and exchange, through negotiated development to support progressively independent and student-centred learning. An open and direct approach to discussion of work is encouraged. Additionally, each student will be allocated a Personal Academic Tutor who oversees the pastoral support of their tutees within each year group.

**Practical workshops and technical demonstrations** – You will be supported by a range of staff during your studies, from tutors and visiting lecturers to technical demonstrators who will provide you with practical and technical instruction. Core technical skills will be delivered through a series of hands-on practical workshops, and your knowledge and skills-base tested and applied through a range of practice-based tasks. You will be required to develop a technical folder documenting your practical skills development on the course.

**Projects** – Central to the learning experience is the undertaking of self-set, staff-set practical assignments, and industry briefs. Assignments are staged throughout the course to make increasingly complex demands of the student. The final level of study requires you to manage and generate professional quality work which is suitable for exhibition and public dissemination.

Although modular in construct, the course requires you to negotiate the complex relationship between theory and practice through application, and to grow from a coherent learning experience.

The project is essential in teaching and learning in that it encourages the definition of problems and their appropriate solution and evaluation. All projects have clearly defined learning outcomes and assessment criteria, related to content, which provide the framework for exploration, experiment, research, development, presentation and communication. As you progress through the course, you are expected to take a more active role in directing your own work and ideas and designing your own project briefs through negotiation with staff. Since practice is the main element of the course, staff closely monitor the implementation, management and intellectual development of all projects, including your involvement in external assignments which contribute to your professional development.

**Study Trips** – These aim to foster group dynamics, peer group learning and broadening of student experience of other cultural and contextual perspectives. Visits to museums, galleries and other appropriate institutions and organisations are arranged to complement your awareness and understanding of contemporary commercial and cultural photographic practice.

**Visiting speakers** – a dynamic visiting lecturer programme is integral to the course, where visiting professionals from a range of backgrounds contribute through presentations and/or workshops on their practice and specialism. You will regularly encounter different views and perspectives, which will help you to construct a wider knowledge base.

**Guided Independent Study** - The early stage of the course is dedicated to supplying foundation concepts, information and experience of process underpinning creative practice which can be expanded and utilised at a later stage. Subsequently, the emphasis moves to the growing independence and self-direction in students' work, and the tuition assumes a more individual dialogue with students. You are encouraged to explore a diverse range of applications for images from which you will decide a personal balance and direction. Personal research and independent project development are important, where time is given to plan and develop ideas as well as reflect on connections between areas of enquiry. You will be expected to undertake guided independent study throughout your course, and to utilise your time outside of taught sessions to develop your knowledge, skills base and project development.

**Blended delivery** - The course offers a blended approach to learning and teaching, where you will be fully supported by the Virtual Learning Environment (VLE). It is not just materials and resources that can be accessed, but tasks and interactive activities set up to structure and support your studies.

Learning strategies, under the direction of the course team, are designed to increase your active involvement in the learning process, growing your level of independence as the course progresses. Ongoing critical dialogue enables staff and students to shape the overall coherence of the student's experience and tutorial guidance fosters discussion on the progress of your personal intellectual and creative development.

Furthermore, you are encouraged to participate and engage with a range of arts-based, commercial and/or socially-driven projects and workshops to build confidence and understanding of the broader industry or professional base. There will be opportunities to engage with externally set industry briefs to give you a better understanding of professional standards and expectations.

Additionally, you are also strongly encouraged to be pro-active in seeking opportunities for work experience. Staff will provide support through your Professional Studies and Professional Practice modules, and there will be opportunities for external engagement, from community-based projects, and exhibitions, to specific commissions.

### **Additional Course Costs**

There are costs associated with all studies, additional to the tuition fee, which require consideration, when planning and budgeting for expenditure. Costs are indicative and for the total length of the course shown unless otherwise stated and will increase with inflation; depending on the programme they may include equipment, printing, project materials, study trips, placement activities, DBS and/or other security checks.

There are additional costs associated with all studies, which require consideration, when planning and budgeting for expenditure. Additional course costs for Photography are outlined below:

#### **Books and other Texts**

Students will be required to purchase texts and journals to support their study programme. The minimum, average cost of books for students studying on a degree course is assumed as £100 per year.

#### **Printing**

We recommend a minimum budget of £50 per year for basic printing/photocopying costs including dissertation printing and binding. Additionally, there are additional costs associated with photographic printing which can range from £50 per year, rising to £400 per year for final year exhibition prints. Costs are estimated and are entirely dependent on individual choice of presentation, paper stock, size etc. For example, students whose work is most appropriately viewed as a projection or a video piece would incur little or no costs. Photobook printing can cost between £25 - £150.

#### **Equipment/Materials**

Costs of £100 - £200 per year for photographic paper (darkroom use), film etc., with optional costs of £200-300 depending on student's choice of purchases in terms of supplies and materials. SD cards or compact flash cards, as well as a portable storage drive will cost approximately £120. Optional additional costs can include laptops £600 - £1500 depending upon model and specification, which some students find useful, as well as investing in a mid-range DSLR (upwards of £1200 depending on model and specification).

#### **Study Trips**

Compulsory study tours and trips will be up to £100 per year with optional trips estimated up to £400. Optional study trips to Europe will cost £250-£400, and international trips could cost £600-£800 depending on location and duration.

#### **In year or end of year exhibitions and projects**

This course requires exhibitions and major projects so additional costs will be incurred. These costs can be discussed in detail with your course teams and some will be linked to a professional skills element of the course where organised fundraising for such activities may be included. Additionally, there may be an optional summer exhibition organised externally at the end of your studies.

#### **Graduation**

Graduation costs per student are estimated at £100 - £200 total. This is an optional cost for all students as attending graduation is not a requirement in order to have a degree conferred.

### Contact Hours

1 unit of credit is the equivalent of 10 notional learning hours. Full time undergraduate students study 120 credits (1200 hours) and full-time postgraduate students study 180 credits (1800 hours) per year or 'stage' of the course.

Course Stage	Scheduled Activities (Hours)	Guided Independent Study (Hours)	Placement / Study Abroad / Work Based Learning (Hours)
Foundation Year	336	864	
Year One	392	808	
Year Two	446	754	
Year Three	317	883	

### Assessment Methods

The [Assessment and Examination webpages](#) provide further information on how assignments are marked and moderated, including a description of assessment activities. These also include further information about how feedback on assessed work is provided to students, including our commitment to ensure this is provided to students within 15 working days (the 'three-week turnaround').

Assessment will be through a range of methods, including essays, papers, presentations, portfolios, critical sketchbooks, online blogs and exhibitions. Assessment criteria reflect the progressively independent learning expected as you progress through the course. This supports the practical nature of the course, supported by theoretical research and critical writing. All assessment is coursework based.

Formative Assessment – These apply to learning through practice, taking place at the completion of particular projects or key review points on major projects. They are designed to monitor and reflect on progress, identifying areas of achievement as well as focusing on objectives for future development.

At formative stage, marks and feedback are useful in indicating your progression. These will take a variety of forms including:

- verbal feedback during individual tutorials
- group critiques or seminars
- Peer feedback and evaluation
- formal written feedback at key review points with indicative grades

They will be formally monitored and documented, indicating broad areas of achievement, and aligned with the criteria used at summative stage.



## Classification

**Calculation of final award:** Level 5 - 33% / Level 6 – 67%

For full details of assessment regulations for all taught programmes please refer to our [Results webpages](#). These include the criteria for degree classification.

## Admissions Requirements

Please see the [Application webpages](#) for more information on how to apply, including a statement on how we support students from a variety of backgrounds. Please also see our [general entry requirements](#) for taught programmes. Applicants who do not meet our published entry requirements are encouraged to contact our admissions team for further advice and guidance.

## Typical applicant profile and any programme-specific entry requirements

Applicants will typically be A-level or BTEC students, but the course will also appeal to mature students who want to develop their skills and the potential for part-time/flexible work.

Applicants from direct education routes are expected to have studied an Art, Design, Photography or Media-related subject in an A-Level or BTEC level 3 Diploma (or equivalent) or undertaken a Foundation Diploma in Art and Design.

Applicants are interviewed and are requested to provide a portfolio of their own work. International students may submit their portfolio electronically. Students with a relevant HND or Foundation Degree with a suitable profile of achievement may be admitted onto year two or three.

Mature applicants with no formal qualifications will be interviewed, and any previous industry experience will be taken into consideration.

**Do applicants required a Disclosure and Barring Service (DBS) Check?** No

## Opportunities for students on successful completion of the programme

With this award, students will be equipped to apply for jobs that demand well-developed image-based skills across the creative industries, or become self-employed or freelance and undertake work across a range of specialisms:

- Editorial photographer
- Advertising photographer
- Visual artist
- CGI artist
- Assistant photographer
- Medical photographer
- Digital marketer
- Fashion and portraiture
- Digital retoucher
- Image archivist or picture librarian
- Image researcher

- Sports photographer
- Event photographer, including music/band
- Art director
- Producer
- Picture editor
- Visual Consultant
- Studio or facilities managers

On successful completion of the programme, students can choose to undertake postgraduate study in photography or fine art.

### Recognition of Prior Learning

Previous study, professional and / or vocational experiences may be recognised as the equivalent learning experience and permit exemption from studying certain modules. Please refer to our [Credit Accumulation webpages](#) for further guidance.

### Student Support

During the course of their studies, students will be supported in the following ways:

- At the start of their studies all students will receive a full **induction** to the programme which will include introduction to the staff responsible for delivering the course, and access to library and IT facilities
- The **Programme Handbook** will outline the exact nature of the course and how it is structured, including the availability of option modules
- Each student will be allocated a **Personal Tutor** who will support their academic development, be able to advise and guide them with their studies and, where necessary, give advice on study options
- Students will be able to access our full range of **support services**, including the Learning Development Unit for skills and study support, the Library, the Careers and Employability Team, Student Finance Team, Accommodation and Counselling Services

## Appendices

### Quality Assurance

<b>Awarding Body:</b>	Buckinghamshire New University
<b>Language of Study:</b>	English
<b>QAA Subject Benchmark Statement(s):</b>	Art and Design (2017) Framework for Higher Education Qualifications (FHEQ)
<b>Assessment Regulations:</b>	<i>Academic Assessment Regulations</i> , accessible via the Academic Advice webpages ( <a href="https://bucks.ac.uk/students/academicadvice">https://bucks.ac.uk/students/academicadvice</a> )
<b>Does the Fitness to Practise procedure apply to this programme?</b>	No
<b>Ethics Sub-committee</b>	Art and Design Ethics sub-committee
<b>Date Published / Updated:</b>	September 2019
<b>Date programme re-approval required:</b>	2024-25

### Other awards available on programme (Exit Qualifications)

Please refer to the *Academic Qualifications Framework* for Exit Qualifications recognised by the University and credit and module requirements.

<b>Name of Exit Qualification:</b>	Ordinary Degree
<b>Full name of Qualification and Award Title:</b>	BA in Photography
<b>Credits requirements:</b>	300 Credits
<b>Module requirements:</b>	ALL 120 Credits at Level 4 ALL 120 Credits at Level 5 PLUS the following Level 6 modules: PH601 Final Major Project

### Learning Outcome

Demonstrate advanced understanding and critical awareness of their conceptual aims through research and the quality of practical visual outcomes

Appropriately select key skills, techniques, materials and approaches informed by effective documentation and evaluation of methodologies, working practices and outcomes

Demonstrate independence in learning, organisational skills and the ability to plan, systematize and meet demands at a professional level

Evidence through practice a deep understanding of their creative, conceptual and theoretical position relative to contemporary precedents

Manage challenging expectations and develop problem solving strategies in response to a brief

Critically analyse ideas, concepts and principles from different disciplines, responding to the inter-relationships between practice and theory in order to produce a line of argument and meaningful conclusions in relation to a complex context.

Articulate a comprehensive awareness of the cultural and professional context in which they wish to practice creatively, demonstrating how their practice is located within the creative industries

<b>Name of Exit Qualification:</b>	<b>Diploma of Higher Education (DipHE)</b>
<b>Full name of Qualification and Award Title:</b>	<b>Dip HE in Photography</b>
<b>Credits requirements:</b>	<b>240 credits</b>
<b>Module requirements:</b>	<b>ALL 120 Credits at Level 4 ALL 120 Credits at Level 5</b>
<b>Learning Outcome</b>	
Identify appropriate critical research methodologies that are central to concept development within a range of contexts	
Document the development of their work, research and ideas effectively, making connections between intention, research material, process, outcome, context and methods of presentation/dissemination.	
Manage challenging expectations and develop problem solving strategies in response to a brief	
Apply professionally recognised standards in the presentation of photographic outcomes using a range of platforms	
Demonstrate proficiency and independence in observation, investigation and experimentation with a range of technical skills (analogue and digital) and visual/making methods and processes in the realisation of photographic concepts	
Critically analyse ideas, concepts and principles from different disciplines, responding to the inter-relationships between practice and theory in order to produce a line of argument and meaningful conclusions in relation to a complex context.	
Articulate a comprehensive awareness of the cultural and professional context in which they wish to practice creatively, demonstrating how their practice is located within the creative industries	
Demonstrate understanding of the legal and ethical frameworks within photographic practice	

<b>Name of Exit Qualification:</b>	<b>Certificate of Higher Education (CertHE)</b>
<b>Full name of Qualification and Award Title:</b>	<b>Cert HE in Photography</b>
<b>Credits requirements:</b>	<b>120 credits</b>
<b>Module requirements:</b>	<b>ALL 120 Credits at Level 4</b>
<b>Learning Outcome</b>	
Demonstrate capability in a range of fundamental skills and techniques inherent to the production of contemporary photographic outcomes	
Demonstrate understanding of narrative concepts in photography when compiling a portfolio of images, through contextualised research	
Demonstrate familiarity with the key critical and contextual dimensions of the discipline and a wide range of historical and contemporary examples of relevant work	
Communicate their ideas in visual and written formats, in an organized, coherent and appropriate manner, employing academic conventions and referencing in line with the guidance provided	

Evaluate and recognise areas for personal development through reflection on collaborative working practices

Produce creative photographic-based work illustrating a use of emerging and digital technologies

Demonstrate visual and textual analysis skills relevant to photography