

# Programme Specification

## PHG-CertHE-2022: Photography

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LU Certificate of Higher Education awarded by Lancaster University (FHEQ Level 4)

Programme Status: Approved | Version: 1

## Introduction

This programme specification provides a summary of the main features of the Photography programme and includes the learning outcomes that you as a student are expected to have achieved on successful completion of the programme.

Further detailed information related to this programme and the College can be found in the following resources:

- Programme Handbook
- B&FC Admissions Policy
- Work based and placement learning handbook (for foundation degrees)
- Student guide to assessment and feedback

## Key Programme Information

|   |                                 |
|---|---------------------------------|
| <b>Programme Code</b>   | PHG-CertHE-2022                 |
| <b>Programme Title</b>  | Photography                     |
| <b>Teaching Institution</b>   | Blackpool and The Fylde College |
| <b>Professional, Statutory and Regulatory Body (PSRB) Accreditation</b> | None                            |
| <b>UCAS Code</b>  |                                 |
| <b>Language of Study</b>  | English                         |
| <b>Version</b>  | 1                               |
| <b>Approval Status</b>  | Approved                        |
| <b>Approval Date</b>  | 30 August 2022                  |
| <b>JACS Code</b>  | W640: Photography (W640)        |
| <b>Programme Leader</b>   | Jonathan Rowe                   |

## Programme Awards

| <b>Award</b>                       | <b>Award Type</b>    | <b>Level</b> | <b>Awarding Body</b> |
|------------------------------------|----------------------|--------------|----------------------|
| LU Certificate of Higher Education | Level 4 Target Award | Level 4      | Lancaster University |

## Programme Overview

Professional Photography has been taught at Blackpool and The Fylde College since the 1950s across a variety of programmes. The degree programme was first introduced in 1992, during which time it has continued to attract a wide variety of students who have gone on to flourish in creative, digital and a range of related careers. Owing to its historical and current success, the Photography at B&FC is a well-established, widely known and respected, with a national and international reputation for industry-relevant, vocational and experimental work that is focused on ideas executed by graduates with the ability to deliver them. There is an active network of alumni and employers who support students with work placements, contacts and advice post-graduation.

This Cert HE Photography programme exists for students who want to become creative practitioners working within the photographic industry or progress to further study. The curriculum is centred upon project-based practice, which mimics and actively engages students in the methodologies appropriate to creative and digital industries.

The industry focus of the programme is maintained by teaching and technical staff who are themselves practitioners and who ensure that the programme of study is both current and

relevant. The wide range of specialisms offered by the teaching staff and technicians ensures that you are offered a rich range of options, allowing you to specialise in areas that suit your personal and professional needs as you progress through the programme.

Photography students need to be prepared for a more varied, ever-changing and challenging work environment than ever before. Our aim is for you to develop the fundamental and transferable skills including creative thinking and enterprise skills to give you the confidence to use them with the flexibility to create and support a successful career. As the industry and its supporting technology is ever-changing, we have developed a responsive curriculum by utilising visiting industry professionals as a vital resource and information base that has enabled us to inform and deliver appropriate industry content.

As a student on the Cert HE Photography programme, you may have the opportunity to sign up for inspirational study visits to exhibitions and festivals across a range of national and international venues, where you could have the opportunity to exhibit your work and develop international contacts.

With your broad skills, industry connections and growing self-confidence, you will graduate from this programme with a strong skillset, able to progress to further HE study and meaningful employment, or directly to into industry, where you will make a significant impact in the creative or other professional sectors.

## **Admission Criteria**

You require:

- A minimum of 48 UCAS points in an appropriate discipline
- Mathematics and English Language GCSEs at a minimum grade of C/4 or equivalent

We will also review your creative work to assess your previous experience and will be available to talk through any questions you may have.

Anyone who can demonstrate relevant work/life skills or knowledge can also be considered on an individual basis.

If English is not your first language, you will need to achieve an IELTS score of at least 5.5.

## **Career Options and Progression Opportunities**

The Photography degree will help you to grow and develop as an individual and will guide you in your journey to employment.

Key aims of the programme are to create graduates with those attributes that are highly valued within further study and the creative industries:

Ability to be reflective and use critical thinking skills to problem-solve.

A creative aptitude which must be based on experimental process, the ability to question assumptions, and use imagination to synthesise information within the design process.

The capacity to articulate industry knowledge.

Technical proficiency

Positive reaction to working conditions.

Good interpersonal skills, written, verbal, and digital.

Strong work ethic and team commitment.

Photography is a career aspiration for many students, there are other exciting and creative opportunities available. You may choose to work within a design environment as junior picture editor or junior photographer. There are many opportunities in supporting industries also, such as photographers agent, gallery curation or post production/digital processing. It is important to identify career goals and aspirations during your studies but it is also beneficial to be open and flexible to the many opportunities that may be available to you in further level 5 study and your chosen field.

### **Progression**

Certificates of Higher Education provide a solid grounding in the related subject discipline and are aligned to level 4 of their respective BA (Hons) which means students can if they choose, apply to study level 5 of the corresponding programme at B&FC or apply to other HE providers (subject to meeting their requirements for admissions and/or RPL)

### **Employment Opportunities**

Students may seek employment upon completion, the level four experience provides a strong platform to secure industry-based employment examples include:

Junior property photographer

Junior photographer – Still life studio

Junior photographer/art worker

Junior level e-commerce photographer

Apprentice/internship photographer

These examples are creative industry-related jobs that do not typically require higher level academic skills developed through a full degree. They place a greater emphasis on practical skills which align closer with the level four curriculum and include portfolio careers. Portfolio careers are common in the creative industries. This means having several streams of income at the same time, often combining jobs with other freelance work.

### **Programme Aims**

To provide an alternative route into HE for those who wish to pursue education relevant to their level of study and ability, which serves as a foundation for further study and/or the workplace.

To introduce the skills, that will enable students to identify opportunities in the creative and related industries or further studies.

Provide students with transferable skills (including digital, problem solving) which can be applied to employment in the creative sectors and further studies

Explore traditional practices in photography and visual culture and broaden student perceptions and associated responses.

Enable students to identify technical skills and learn through making

## Programme Learning Outcomes

### Level 4

Upon successful completion of this level, students will be able to:

1. Employ principles of observation and making; investigation, enquiry, choice of materials, processes in relation to photographic practice.
2. Identify critical, historical, social, professional, political and cultural contexts in relation to creative practice.
3. Use ideas and perspectives from others including peers, professionals and communities in order to make work.
4. Select research practices, procedures and traditions based on their strengths and limitations within photographic contexts.
5. Communicate ideas and information to audiences using a range of presentation methods.
6. Take responsibility for their own learning and skills development
7. Identify principles of sustainable, ethical, and intellectual property (IP) practices within photographic practice.
8. Identify the relationship between creative practice, different participants and contexts and issues that can occur in the production of creative outputs.
9. Identify practice in photography and utilise technical skills in response to briefs.

## Programme Structure

| Module   | Level | Credits | %    | Category                                  | Description   | Length/Word Count | Grading Method |
|--|-------|---------|------|---|---|-------------------|----------------|
| <b>Stage 1</b>   |       |         |      |   |   |                   |                |
| BSA401: Collaborative Approaches to Creative Practice (Mandatory)            | 4     | 20      | 30%  | Coursework: Evaluative/ Reflective Report | n/a   | 1200              | Letter Grade   |
|  |       |         | 70%  | Practical: Portfolio / e-Portfolio        | Portfolio (Three resolved examples of photographic work that demonstrates the integration of graphic design and film) | 2800              | Letter Grade   |
| C401PHG: Engaging the Archive (Mandatory)                                    | 4     | 20      | 100% | Coursework: Research Portfolio            |   | 3000              | Letter Grade   |
| PHG402: Photography: Critical and Contextual Perspectives (Mandatory)        | 4     | 20      | 100% | Coursework: Other                         | On line blog  | 3000              | Letter Grade   |
|  |       |         | -    | Practical: Presentation                   | Presentation  | 10                | Pass/Fail      |
| PHG403: Introduction to Studio Practice (Mandatory)                          | 4     | 20      | 100% | Coursework: Other                         | Images and Research Journal   | 4000              | Letter Grade   |
|  |       |         | -    | Coursework: Assignment                    | Digital Imaging Assignment  | 1200              | Pass/Fail      |
| PHG404: Introduction to Location Practice (Mandatory)                        | 4     | 20      | 70%  | Coursework: Other                         | 4 images and research journal   | 4000              | Letter Grade   |
|  |       |         | 30%  | Coursework: Assignment                    | Digital imaging tasks   | 1200              | Letter Grade   |
| PHG405: Exploring Technical and Creative Practice in Photography (Mandatory) | 4     | 20      | 80%  | Coursework: Article                       | A connected series of four images with research   | 1500              | Letter Grade   |
|  |       |         | 20%  | Coursework: Other                         | Digital Imaging tasks   | 2000              | Letter Grade   |

## Study Workload

Whilst undertaking study at degree level is a considerable commitment the average contact hours on the programme offer a degree of flexibility. Average contact hours throughout the programme are 12, it is expected that students undertake a significant amount of independent study to support this.

The timetable is arranged in discrete blocks within the week enabling students time to carry out assignments and research. Independent study periods are aligned with prioritising of resources to enable student access during peak demand.

## **Programme Delivery: Learning and Teaching**

Throughout this programme, you will take an active role in your learning through enquiry, project and problem-based learning by working in partnership with your fellow students, staff and employers to co-produce your personal and professional development.

Teaching and learning methods will include lectures, seminars, individual tutorials, group tutorials and group critiques. There are also taught sessions covering studio & lighting skills and digital imaging. Students can expect a high level of academic and pastoral support, with each group having their own year tutor. The teaching and learning methodology across the programme is broad and diverse and ranges from an academic approach, where you will attend lectures and seminars, which aim to facilitate stimulating debate centred on photographic practice and other wider contexts, through to practical sessions delivered by demonstration and technical instruction. Many of the modules are studio based and you will be encouraged to have a hands-on approach to your learning. This is a very practical course and assignments have been designed to allow you to experiment, be innovative, and challenge the perception of your abilities within your chosen field.

This approach will provide you with an evolving creative and digital literacy that gives you the skills and confidence to publish and promote professional artefacts and an in-depth knowledge and understanding of industry trends and contextual factors. In essence, we want you to actively participate and take ownership of your learning.

In order to facilitate your personal and professional development, the team will ensure that modules are student-centred, allowing you to make decisions about the direction your learning will take. We have found that this approach leads to excellent results, high levels of student satisfaction and better prepares you for level 5 study and entry into the industry.

## **Programme Delivery: Assessment**

The programme offers a varied approach to assessment that will develop your subject-specific and transferable skills. You will be encouraged to experiment with research and creative forms – both collaboratively and independently – and will be given plenty of formative opportunities to practice and improve, before summative assessments take place.

Summative assessment on this programme is centred on developing practice and the assessment methods support this ethos. There are no examinations, for instance, within the programme as traditional exams are not used within the photography industry. The programme instead focuses on practice informed by research which comprises essays, presentations, investigations into professional practice and enterprise, the development and application of technical skills in photographic work, live briefs with employers and other creative bodies, publication and exhibition techniques and plenty of on-going reflective practice to allow you to continually evaluate and evolve your practice.

To support formative assessment points and personal progression, you will have regular Progress Meetings where you will have access to staff on a one-to-one basis. In group settings, you will also regularly peer-critique one another's work to provide a supportive environment as part of a community of practitioners.

## **Programme Delivery: Work Based and Placement Learning**

There is no work placement required as part of the course, however students are encouraged to engage with employers or creative opportunities, which could be through a combination of case-study, live brief, networking events, opportunity development or commissions, and portfolio review. The programmes alumni network is a very valuable resource, visiting lecturers are often engaged from this network to provide live information on the industry and access to networking opportunities.

## **Programme Delivery: Graduate Skill Development**

To ensure that we prepare you for further study and your career in an exciting and competitive industry relevant to the broad skillset you will possess when you graduate, our focus on developing and refining graduate attributes through teaching, learning, assessment and engagement with a wide range of peers, employers and other stakeholders, is a key part of this programme's design. Below is an overview of how we seek to embed and develop these skills:

A commitment to lifelong learning and career development:

As a programme that aims to develop students who are active participants in their educational journey, namely, those who have been given the skills to engage development of technical skills, in enquiry, project and problem-based learning, it is hoped that this culture of student community working and seeking and making connections will instil a commitment to lifelong learning through progression to further level 5 study and continuous professional development in the workplace.

Collaborative teamwork and leadership skills

As stated, the ethos of collaborative practice is central to this programme's appeal and is a highly useful attribute for graduates who are embarking on careers where multi-disciplinary skills are in demand. This is why some formative and summative assessments are dependent on group work, both within the programme and across curricula. This helps you to develop skills in being a member of a collaborative team, and also helps with leadership skills, as you are able to delegate, switch roles, negotiate and truly enhance your communication skills.

Personal and intellectual autonomy

Personal and intellectual are key attributes for success in the creative industry. The programme teaches 'the rules' of academic and creative practice, setting the foundation for you to be increasingly independent in level 5 study and the industry.

Ethical, social and professional understanding

Studying Photography from the range of perspectives considered on this programme helps to foster an awareness of ethical, social and professional understanding. The foundations of this are laid in this programme, setting the tone for further study and development.

Communication, information and digital literacies

As a student who is developing skills in researching, writing, presenting and creating contemporary and classical photography, the development of skills in visual, written and spoken communication, the ability identify, judge and present information is key to progression.

Global citizenship

Throughout this programme, global citizenship is a framework for learning that is promoted in



class through contextual studies into the creation and reception of academic and creative texts. The critical and contextual strands of this programme will introduce you to reflection on a wide range of approaches to texts, ideologies, situations and conditions, encouraging you to evaluate and re-evaluate your global citizenship.

#### Research, scholarship and enquiry skills

As a Photography student, you will develop the skills necessary to develop your skills in research and enquiry. These skills will enable you to create a formative understanding of the skills needed for further study at level 5 and beyond, helping to develop you as a well-informed practitioner.

#### Enterprise and entrepreneurial awareness and capabilities

On this programme, as well as developing a credible and confident voice in creative practice, you will learn how to direct and amplify these skills to engage in enterprise practice and skill building that will prepare you for sustainable careers in photography and related areas, as well as providing strategies to set up a successful business.

### **Study Costs: Equipment Requirements**

You will be required to hire photography equipment at the cost of £60.

### **Study Costs: Additional Costs**

There may be additional costs to consider such as optional educational visits and photocopying/printing.

### **Related Courses**

As this programme is situated in the wider curriculum area of Blackpool School of Arts, there are complementary programmes such as the BA (Hons) Commercial Illustration, Cert HE Commercial Illustration, Cert HE Fine Art and Professional Practice and BA (Hons) Fine Art and Professional Practice, which offer avenues for collaborative, inter-disciplinary project work. This ethos is at the heart of our Higher Education provision and is something that truly enhances your experience whilst you study, your ability to develop connections, internal and external to the college, and your prospects of landing the graduate job you seek.