# Programme Specification

University of Cumbria

| Programme Title and Name of Award | BA (Hons) Photography with Placement | | |
|---|---|---|---|
| Academic Level | 6 | Total Credits | 360 |
| Professional Body Accreditation / Qualification | Not applicable | | |
| Date of Professional Body Accreditation | Not applicable | Accreditation Period | Not applicable |
| UCAS Code | W641 | | |
| HECoS Code | 100063 | | |
| Criteria for Admission to the Programme | The University's standard criteria for admissions apply. Please refer to the Applicant Information pages of the University website for more information. For Accreditation of Prior Learning (APL), please refer to the University website<br><br>Detailed criteria for admission to this programme can be found on the programme webpage:<br><br>https://www.cumbria.ac.uk/study/courses/undergraduate/photography-with-placement/ | | |
| Teaching Institution | University of Cumbria | | |
| Owning Department | Institute of Arts | | |
| Programme delivered in conjunction with | Not applicable | | |
| Principal Mode of Delivery | Face to Face | | |
| Pattern of Delivery | Full Time<br><br>(This programme may also be made available on an infill part-time basis at the discretion of the academic programme leader) | | |
| Delivery Site(s) | Brampton Road Campus, Carlisle | | |
| Programme Length | Standard full time registration period is 3 years with a maximum registration period of 7 years | | |

| Higher Education Achievement Report (HEAR) | Upon successful completion of this programme, you may receive a Diploma Supplement/Higher Education Achievement Report (HEAR). |
|---|---|
| Exit Awards | You may be awarded one of the following Exit Awards if you fail to achieve the requirements of the full programme.<br><br>• Certificate of Higher Education Photography (120 credits)<br>• Diploma Higher Education Photography with Placement (240 credits)<br>• Ordinary Degree Photography with Placement (300 credits) |
| Period of Approval | From September 2022 indefinitely, subject to monitoring by Subject Level Periodic Review |

## Cumbria Graduate Attributes

Throughout your studies, you will be provided with the skills and knowledge relevant to the global workplace. All successful graduates of the University of Cumbria will be:

- Enquiring and open to change
- Self-reliant, adaptable and flexible
- Confident in your discipline as it develops and changes over time
- Capable of working across disciplines and working well with others
- Confident in your digital capabilities
- Able to manage your own professional and personal development
- A global citizen, socially responsible and aware of the potential contribution of your work to the cultural and economic wellbeing of the community and its impact on the environment
- A leader of people and of places
- Ambitious and proud

## Programme Features

Photography is a fantastically versatile discipline and as such offers many routes into employment within the creative industries. At the University of Cumbria, we have designed a programme that will give you technique, practical skills, the power of critical thinking, enquiry and a high level of professional conduct to take forward into a career of your choice.

Informed by the clear integration of practice and theory, and by an expectation of your intellectual engagement in Photography practice, our course aims to provide you with the skills and knowledge to enable the application of transferable skills across a range of professional settings.

We have developed this programme in tune with the changing demands of the photography industry and the rapidly shifting grounds of image-capture technology. The following areas give you a taste of what we offer on our programme:

**Who We Are:**

Our Photography Programme offers a distinctive practice-led, student centred approach to the study of

Photography, taught by a staff team who are nationally and internationally known professional photographers and scholars. Our ambition is to provide you with the best photographic education that gives you the fundamental principles of photography and the skills to develop your own, bespoke, personal practice enabling you to apply your skills and extend your employability as a creative and entrepreneurial practitioner.

Our curriculum is constantly updated and revised according to current trends in Photography. Our shooting studios, darkroom and post-production studio are industry standard enabling you to be ambitious and innovative in your practice. We are committed to offering one-to-one tutorial support and working with you to design your personal route to success.

The photography academic staff team are all research active and contribute new knowledge nationally and internationally. We are members of various association such as the Association of Photography in Higher Education, and as such ensure that you receive an up-to-date education. The research that the academic team carry out feeds into the ethos and content of the programme and informs how and what you are taught. You will be invited to attend any external events generated by the academic team and have access to every member of the academic team on every level of your degree.

The developmental nature of the course and our emphasis on guided independent leaning supports you as you build confidence, eloquence and the entrepreneurial skills essential for real-world success as a self-assured and innovative practitioner. Your studio practice is underpinned by historical, critical, theoretical and professional practice modules.

**Specialist Resources -** the Photography programme is facilitated by our excellent technical resources and teaching spaces:

- Three shooting studios – you will be supported by our expert and dedicated technician
- State of the art darkroom - you will be supported by our expert and dedicated technician in all things analogue.
- Post-production studio – equipped with industry standard printers and scanners with attendant technical support.
- Equipment Store – you can borrow ant kit that you need and experiment with different formats of analogue and digital equipment and location shooting kits.
- 3D and Audio-Visual Resources **-** include metal, wood, ceramic, textile and print workshops as well as editing suites and moving image equipment. Here you can broaden your experience and realise the full potential of your photographic practice.

**Small Class Sizes** are valuable in learning photography due to the individual nature of the work you will carry out. Smaller groups mean a better view in demonstrations, more opportunity for 1-to-1 tutorials with the tutor and a better sense of group identity and community of practice. From our point of view, it means that the academic team can know you by name and understand your specific areas of research and interest. It puts us in an informed position when it comes to tailoring our approach to your learning and matching you up with any external opportunities that become available.

**New Technologies** are explored in all years through increasing your digital capabilities in various software packages to experiencing and practicing cutting-edge technologies such as virtual reality and photogrammetry. You will experience post-photography practice, work with orphan images, experiment with moving image, play with digital art techniques and be introduced to Pre-Press Colour Management, a highly sought after and niche set of skills used in preparing images for publication. A dedicated module to new and traditional technologies is PHOT5090 Immersive Image Making, here you can trial innovative methods of production and fail safely in a supportive environment.

**Showing Your Work in the Real World**: Photo books & exhibitions are explicit outcomes of photographic practice.

- Photo Books - you will be introduced to the skills of book-binding, explore the history of photo books and develop a body of work to be designed into a book of your own making.

- Exhibitions - in each year of study, you will be required to work as part of a team to design, produce, curate, install, fund and market an exhibition. As you progress through your degree you will take more ownership of the exhibition elements and they will become more public. This knowledge, skill and practice will transfer directly into a photographic career.

**Interdisciplinarity & Collaborative Working** is an essential skill to develop as you prepare to be a professional photographer. That is why we give you the opportunity of working in groups within photography and across the Art & Design suite of programmes (photography, fine art, graphic design and illustration). We share critiques, guest speakers, visits, a research module and an academic staff team. Communication, planning, adaptability, flexibility, organisation, team working, and leadership development are all skills necessary for the success of collaboration and in any future career.

A distinct feature of studying at the University of Cumbria is that in level 4, first year, you will study two modules with all level 4 students of the Institute of Art. These modules are Cultural Contexts and Collaborative Practice. Cultural Contexts introduces you a range of approaches to reading a diverse range of visual creative arts, and Collaborative Practice is a module where you will work with other students and embark on a problem-solving project practicing professional skills such as leadership, team-working and project management.

The programme is also designed to encourage social engagement; this is particularly explicit at Level 5 where you will be supported in working with local communities to develop your photographic practice in the module PHOT5080 Narrative & Networks.

**Links with the Creative Industries** are crucial to kickstart your career. Level 5 is designed to be directly linked with industry representatives through the modules PHO5080 Narratives and Networks and PHOT5100 The Photographic Interface. As well as being valuable sources of information and contacts, these links ensure that the programme stays current and in tune with the demands of the photography industry. We work closely with our careers team to ensure that you will be taught professional conduct, career building skills, developing a personal profile, entrepreneurial and marketing skills amongst others. Masterclasses from the Association of Photographers ensure that you are up-to-date in photographic law and procedure and have access to external support and advice. In all years we will support you as you work on live briefs and commissions in preparation for a freelance career.

**Opportunities for Enrichment:**
- Guest Speakers - offer added value to your learning experience and you can share your own work with the professionals through folio reviews and crits.

- National and International Visits - are an important element of your learning experience. Where possible we try to provide subsidised trips annually. Destinations range from Liverpool and Edinburgh to the Lake District and the Farne Islands. International trips are an added cost but a brilliant experience and opportunity. Destinations range from Amsterdam and Berlin to New York.

- Live briefs and competitions allow you to experience the real-world demands of photographic practice. Success in live briefs and competitions means that your work is immediately located in the real world. You are supported during the live briefs so that you can develop confidence and experience when working with a client or commissioning body.

- Graduate Showcases - are important for you to engage with as you prepare your work for the public domain, this might be through online platforms such as Source: Graduate Photography Review, or through graduate exhibitions such as Free Range at the Old Truman Brewery in London.

- Visualising Conference & Carlisle Photo - we aim to organise a biannual photographic conference in collaboration with Carlisle Photo. Through this you will have access to a significant number of professional photographers.

**Location** is everything in photography and we offer an amazing location in which you can practice

your photography. World Heritage Site the Lake District, Forestry Commision reserves,  Pennines and Scottish Borders are accessible to you, as is the West Coast of Cumbria, the nuclear coast and Hadrian's Wall country. Carlisle is a historic town rich in heritage, and our Ambleside campus provides a base for you when shooting in the Lake District. Newcastle, Glasgow and Edinburgh are easily accessible by train and London is only three and a half hours away.

**Brampton Road Campus** is a fantastic base for your study. The site has been dedicated to arts education for almost 200 years, and remains dedicated to providing a rich, stimulating and brilliant experience to all our students. We have:

- A specialist arts library that the academic team add to regularly making sure that the most current titles are available to you.
- The Works dining area to unsure that while you feed your knowledge you can feed your body too.
- Stanwix Theatre is on site and hosts student performances and touring theatre groups.
- The Vallum Gallery has a varied programme of professional exhibitions with associated gallery talks.

**Programme Design:**

**Year One: *The Photographic Environment*** deals with the cornerstone craft of photographic image capture, both analogue and digital, in application to and investigation of, your photographic interests. Research and contextual skills will be established at this level as we introduce the work of significant photographers and explore how influences and themes can be tracked though history, thereby setting the stage for the development of your own work.

**Year Two: *The Relevant Photograph*** attends to socially engaged practice. Working with the local community and culture with input from industry professionals you will learn to apply your craft to greater purpose. You will also develop your contextual explorations into photographic theory, critical thinking and analysis. We have developed an enrichment module in year two where you can experience and practice traditional techniques and cutting-edge technologies. Creating the space for experiment and play is enormously valuable in promoting creativity, problem-solving skills, risk-taking, and imagination. The module is intended to expand your practice skills midway through your degree enabling you to explore your own potential and readying you for a more focused journey through your final year and employment beyond that.

In the second Semester you will have a period of time negotiated with your tutors in industry via the Creative Economy Placement module.  The programme team will support you in finding the appropriate industry experience, they will base this on your professional interests and the placement availability, helping you formulate, refine and craft your pitch. The placement is extremely valuable in developing your professional understanding and confidence, allowing you to further develop a range of applicable and transferable skills, giving inside knowledge of the sector and providing you with relevant practical industry experience that will look great on your CV and make a valuable addition to your portfolio.


**Year Three: *Independent Showcase*** here you take full charge of your own practice and bring it into the public domain. Research, practice and professional skills come together in the final year of study to refine and showcase your personal vision and expression of photographic practice. At this point you will be an independent, intelligent and competent practitioner with a personal portfolio representing the breadth of your skill and depth of your engagement.

Upon graduation, you will be ready to embark upon a photographic career or take on further study. Some graduates aspire to move towards teaching as a career, others prefer to extend their knowledge base and push themselves to produce ever more advanced photographic work. You can make the most of postgraduate study at MA, MPhil and PhD levels in a number of areas including photography, creative practice and fine art at the University of Cumbria.

## Aims of the Programme

The overall aims of the Programme are:

1. To enable you to develop as a creative individual with the capacity for independent judgement, initiative, innovation, flexibility, ambition and with a responsible awareness of the social, cultural and ethical contributions of your work.

2. To encourage you to develop confident, imaginative and creative approaches to problem solving through enquiry, research, understanding, and the use of critical judgement.

3. To enable you to make appropriate use of developing photographic and image capture technologies and develop your digital capabilities to communicate effectively as a socially responsible global citizen.

4. To encourage you to work across disciplines, work collaboratively, be open to new ideas, responsive to change and evolve in relation to the developments in photographic practice.

5. To develop appropriate self-reflective approaches to research, analysis, photographic production and presentation.

6. To develop the skills, knowledge and personal/professional confidence that will enable you to identify, generate and access opportunities in the creative industries, or in continuing education.

7. To enhance, through increased opportunities for student centred learning, qualities of personal initiative, self-motivation, management and self-discipline.

## Level Descriptors

Level Descriptors describe in general terms the expected outcomes you will achieve at each level of study as you progress through your programmes. They describe the relative demand, complexity, depth of learning and learner autonomy associated with a particular level of learning and achievement. The University's Level Descriptors are aligned to the national [Framework for Higher Education Qualifications](#) (FHEQ) and are a key mechanism for ensuring the academic standards of the University's provision.

At Level 4: (Usually Year 1 undergraduate), you will be able to demonstrate that you have the ability:

- To apply a systematic approach to the acquisition of knowledge, underpinning concepts and principles and deploy a range of subject specific, cognitive and transferable skills.

- Evaluate the appropriateness of different approaches to solving well defined problems and communicate outcomes in a structured and clear manner.

- Identify and discuss the relationship between personal and work place experience and findings from books and journals and other data drawn from the field of study.

At Level 5: (Usually Year 2 undergraduate), you will be able to demonstrate that you have the ability:

- To apply and evaluate key concepts and theories within and outside the context in which they were first studied.

- Select appropriately from and deploy a range of subject-specific, cognitive and transferable skills and problem solving strategies to problems in the field of study and in the generation of ideas effectively communicate information and arguments in a variety of forms.

- Accept responsibility for determining and achieving personal outcomes.

- Reflect on personal and work place experience in the light of recent scholarship and current

| statutory regulations. |
| --- |

At Level 6: (Usually Year 3 undergraduate), you will be able to demonstrate that you have the ability:

- To critically review, consolidate and extend a systematic and coherent body of knowledge.

- Critically evaluate concepts and evidence from a range of resources.

- Transfer and apply subject-specific, cognitive and transferable skills and problem solving strategies to a range of situations and to solve complex problems.

- Communicate solutions, arguments and ideas clearly and in a variety of forms.

- Exercise considerable judgement in a range of situations.

- Accept accountability for determining and achieving personal and group outcomes.

- Reflect critically and analytically on personal and work place experience in the light of recent scholarship and current statutory regulations.

## Programme Outcomes – Knowledge and Understanding

The programme provides opportunities for you to develop and demonstrate the following:

**After 120 credits of study (CertHE) you will be able to demonstrate:**

**K1.** Knowledge of photographic history, visual communication and contextual analysis.

**K2.** Understanding of the principles of lens-based image capture.

**K3.** Imagination in idea generation, conceptual development and practical application of photographic principles.

**After 240 credits of study (DipHE) you will be able to demonstrate:**

**K4.** Knowledge and understanding of visual theory and how this informs photographic practice and the viewer's understanding of it.

**K5.** Fluency in photographic practices, platforms and dissemination including an awareness of audience, client and context.

**K6.** Developing initiative as an innovative and creative practitioner in the execution and presentation of your work.

**After 360 credits of study (BA Hons) you will be able to demonstrate:**

**K7.** Confidence as an autonomous, creative and professional in your approach to the specialisation of your choice.

**K8.** Critical synthesis and application of theoretical and contextual knowledge.

**K9.** Knowledge of advanced principles of professional practice including self-promotion, employability skills, career projection and working with others.

## Programme Outcomes – Skills and other Attributes (including Employability Skills)

The programme provides opportunities for you to develop and demonstrate the following:

**After 120 credits of study (CertHE) you will be able to demonstrate:**

**S1.** A practical application of project management and personal conduct skills.

**S2.** Effective research, evaluation and reflective skills in relation to your own work and within a wider context of assessment literacy.

**S3.** Competence in selecting and applying technical processes and material choices against a creative brief.

**After 240 credits of study (DipHE) you will be able to demonstrate:**

**S4.** Conceptual understanding that enables you to devise interesting photographic projects, solve problems and execute your ideas using appropriate techniques and materials.

**S5.** Developing skills in personal promotion, collaboration and social engagement.

**S6.** Increasing independence in research and sustained enquiry.

**After 360 credits of study (BA Hons) you will be able to demonstrate:**

**S7.** An ability to create a versatile, personalised and targeted professional profile.

**S8.** Confidence in evaluating and reflecting on your own practice, exhibiting initiative and originality in production, research and communication.

**S9.** Advanced understanding of photographic production in relation to context, audience and industry.

## External and Internal Reference Points

The following Subject Benchmark Statements and other external and internal reference points have been used to inform the Programme Outcomes:

http://www.qaa.ac.uk/docs/qaa/subject-benchmark-statements/sbs-art-and-design-17.pdf?sfvrsn=71eef781_14

https://www.the-aop.org/

https://photoworks.org.uk/

https://www.redeye.org.uk/

http://www.bjp-online.com/#

https://www.artscouncil.org.uk/

UoC Academic Regulations and Academic Procedures and Processes

UoC Vision, Mission and Values

UoC Corporate Strategy

UoC Strategic Plan

UoC Learning, Teaching and Assessment Strategy

UoC Departmental Business Plan for IoA

## Graduate Prospects

As a successful graduate of the BA (Hons) Photography programme you will be able to access a variety of career options. A degree in photography becomes a passport to enter an extensive range of careers throughout the creative industries. You will be well equipped to conduct yourself as a photographer with the skills and knowledge of how to get the best image.

According to Prospects* (2018), six months following graduation, 81.7% of photography graduates are

in employment, a third of these "are working as photographers or audio-visual and broadcasting equipment operators," and 5.1% have embarked on further study. These statistics have confirmed to us that employability skills are central to the success of our graduates and so we have embedded the professional skills and working with industry agents into the programme in every year.

**Transferrable Skills:**

- Working independently/Working with others
- Communication
- Time management
- Presentation skills
- Editing and production skills
- Self-evaluation
- Technical, research, critical and analytical skills
- Problem solving

**Progression Routes:**

- Freelance photography
- Setting up your own business
- Assisting and getting experience on the job
- Postgraduate education: we offer MA, MPhil and PhD level study in Photography, Creative Practice and Fine Art

**Examples of Photography Graduate Destinations:**

- Editorial and photojournalism,
- Sports photography
- Commercial and fashion photography
- Medical/forensic science photography
- Archiving and collections work
- Photo/image editing
- Picture researchers
- Teaching

The scope described by these destinations is testament to the flexibility of the programme that supports all the individual interests of our students. It also speaks to the potential that photography holds as a great career choice.

https://www.prospects.ac.uk/careers-advice/what-can-i-do-with-my-degree/photography *

## Learning, Teaching and Assessment Strategies employed to enable the Programme Outcomes to be Achieved and Demonstrated

As a student at the University of Cumbria, you are part of an inclusive learning community that recognises diversity. You will have opportunities to learn by interacting with others in a collegiate, facilitative and dynamic learning environment. Teaching, assessment and student support will allow equal and equitable opportunities for you to optimise your potential and develop autonomy.

We seek to create a stimulating and innovative community of learning, whether encountered on

campus or at a distance, on placement or in the workplace. Facilitated by our expert practitioner staff, you will experience a learning environment that is well equipped, flexible, and stimulating.

The University of Cumbria's Learning, Teaching and Assessment Strategy sets out clear aspirations and commitments for and to our students. The students that graduate from this institution are enquiring and self-reliant, confident and capable, professionally ready, responsible individuals that are ambitious and proud. These attributes are practiced on every year of study as we support you to become one of our graduates. You will find your place in learning environments that will both support and challenge you, explore ideas in and around your discipline, enabling you to grow and develop to become adaptable and reliable agents in the field of photographic image making.

## Module Size and Structure

Each module of the degree is either a 20, 40 or 60 credit module. 20 credit modules are shorter and deal with contextual history and theory content or, in the case of PHOT5090 Immersive Image-Making, specialist skills enrichment. Longer 40 credit modules are dedicated to your photographic practitioner and professional skills. In these modules, professional and employability skills are designed into briefs alongside your photographic practice skills; for example, the exhibition element in PHOT5100 The Photographic Interface requires that you develop a body of photographic work that is intended for exhibition. The professional skills of installing an exhibition run alongside the photographic practice skills taught on the module. These skills directly relate to the demands of the photography industry.

At the end of your degree the final semester is a 60 credit module where all of your knowledge about photography practice is framed with conceptual and theoretical understanding and where your professional skills are tested in your development of a public profile. This is the culmination of your degree where everything comes together and you prepare to graduate as a rounded independent practitioner.

Also in year three, you will take a module that is shared across the Art & Design programmes. This is a 20 credit module called ARTD6000 Independent Research Paper. This is a research module and you will produce a piece of academic writing based on your chosen research topic.

There are two semesters each year and each semester will contain one 20 and one 40 credit module (except the last semester that is one module of 60 credits). In every module you will be formatively assessed to support your development, and summatively assessed to measure your achievement. The methods we use to teach and assess you are outlined below.

## Learning and Teaching:

We use a variety of approaches to learning and teaching to make sure you develop appropriate concepts, knowledge and skills and to develop work related skills. These include study skills, research methods, critical and analytical abilities, and your ability to manage your time and plan your work. Our learning and teaching methods allow you to develop both social and independent learning techniques.

- **Lectures** are used by both practice and theory tutors using a variety of media as support. You will be expected to take notes, ask questions and contribute to any group discussions that ensue.

- **Seminars** will explore issues in greater depth with both tutor and student-led formats. These will require you to engage in research and background reading and will consider the relation of theory to practice and help develop wide ranging transferable skills.

- **Tutorials** provide individually tailored feedback to you. They can range from one-to-one to small group situations. They will be scheduled into timetabled sessions and as the course progresses you will be encouraged to request tutorials with specialist tutors for more involved feedback reflecting the advanced level at which you are working.

- **Practical Workshop Sessions** will provide the opportunity for you to develop specialist technical skills and knowledge. They normally take the form of tutor-led studio demonstrations, designed to allow you to focus on, experiment with, develop and personalise specialised skills, media, techniques and concepts.

- **Problem based learning** is a key element of your learning as problem solving is an important skill for the photographer. In photography, there will never be only one answer or visual response. The photographer needs to both negotiate the demands of the situation within the technologies available to them, but also needs to work out the most effective way to respond to a brief and communicate efficiently with an audience. Each brief that you will be given will demand an individual response from you. This will involve thorough research, synthesising the information you have discovered and developing and presenting an appropriate visual response. As you move through the programme, you will begin to devise your own briefs and set your own subjects to research and present, making your own decisions as you progress.

- **Group work** is very important in photography, as, in all creative arts, input from different voices, the demands of different bodies and situations require that you develop skills in communication, trust, responsibility, flexibility and reliability. We write projects and tasks that allow you to experience, consider and develop your team-working skills.

- **Briefs** are the usual vehicle by which you develop your photographic knowledge and expertise. The project work you undertake during year two and three will form the content of the professional portfolio of work you will take with you when pursuing employment at the end of the course.

- **Independent Learning** forms a natural and expected extension of the formal aspects of the course. Your ultimate success will be dependent on your willingness to develop, experiment with and extend the concepts and approaches introduced by project briefs. It is only with continued application that lasting and valuable progress can be made.

- **E-learning and Blackboard** is the portal to access to project briefs, timetables and lecture notes, to submit module assessments and receive summative feedback. Learning packages which can be completed at your own pace are also a feature in some modules.

- **Work placement.** You will be encouraged and supported in setting up your work placement with a company of your choice. It goes without saying that this proves invaluable experience and can be an important stepping stone to your professional career and life after university.

  Further support will be on hand from The Institute if Arts dedicated Academic Lead for Work Experience and Placements.


**Summative and Formative Assessment**

Assessment for learning is fully embedded in our learning, teaching and assessment strategy. The five main principles of this are questioning, feedback, recognition and understanding of success, peer and self-assessment and finally summative assessment. As such we have designed a programme where enquiry and curiosity are starting points for learning; this is led by your own interests.

You'll be continuously involved in the assessment of your own work and that of your peers; developing the critical, interpersonal and team-working skills that are vital to gaining confidence and independence as a creative practitioner.

Where possible, across the photographic practice modules, we have designed authentic learning and assessment methods. This means that we set work and learning outcomes in tune with the demands of industry. Portfolios, exhibitions, photo books, mock interviews etc all give authentic experience and outcomes to your practice (see below for more detail).

Assessment will be either formative or summative. Formative assessment responds to your developing work and summative assessment is a formal response to your finished work. Summative assessment is graded; formative assessment is not.

- **Crits** (short for 'critique') take place at certain points throughout the semester on the photography practice modules (the longer modules in each semester). You will be expected to present your work to a group your fellow students and tutors. The work that your present will be either work in progress or a more finished resolution of a brief. Your work and presentation will then be discussed

by all present and you will receive a large amount of formative verbal feedback.

- **Written work** is central to a degree course and many of the learning approaches and emphasis is put upon clarity of style and argument as well as presentation. Different forms of written language will be explored to ensure appropriate critical skills and creative authorship are examined. Written work can be either formatively or summatively assessed and this is always made clear in the assessment brief.

- **Peer Review** is a central part of your learning experience. Like an informal crit you will be expected to share work and ideas with a small group of your fellow students and a tutor. Here ideas will be tested and developed as you engage in a reciprocal discussion about your work. As you progress through the degree you will take more ownership of the peer review process and with your peers develop a study group system where you support each other in developing your work. Group communication and participation are excellent skills to take into the workplace.

- **Portfolios** have traditionally been a method of presenting your photographic work, providing you with a portable way to showcase your talents to prospective clients. The portfolio still has a role in contemporary photography and we work with you to develop a professional style for your physical portfolio. In the digital age the methods of showcasing your work are more varied, adaptable and flexible. Working on your digital capabilities you will explore how best, in different circumstances, to present your work using a variety of platforms.

- **Mock Interviews** give you a real-world experience where we bring in careers specialists who will conduct interviews with you. You will have a chance to practice interview skills and prepare before the interview. This process aims to take away a lot of the stress of being interviewed and allows you the chance to reflect on how you could improve before applying for a job.

- **Presentations** provide an alternative way of conveying research and offer an opportunity for all learning types to develop their verbal articulation skills. Confidence in being able to speak about your work is absolutely necessary in the workplace. Practicing these skills will contribute to your confidence and personal development.

- **Photobooks** are a significant way of sharing photography. You will be equipped with the principles of photobook design and required to produce your work in a publishable format. This is one of the formats through which we will assess your work. It will also be one of the formats you take to potential clients to showcase your work as you embark on your chosen career.

- **Exhibition** is one method to share photography with a wider audience. In every year of your degree you will be required to respond to exhibition briefs. In year two you will work as part of a group to organise an exhibition in a public space. This is an invaluable learning experience as you will work from concept design to location scouting, fundraising and marketing to production, curation and installation; these are transferrable skills and ones that will inform your decision making in year three when you prepare your degree show.

- **Self-Assessment** is an important method of assessment. You will be given an opportunity to assess your work against the assessment criteria and rubric before the module tutor assesses your work. This process allows for a useful feedback tutorial about your sense of success and how well you are achieving your aspirations. Your involvement in the process means that you have the opportunity to devise, with your tutor, a bespoke achievement route to follow.

- **Assessment Criteria and Rubrics** are connected to each individual module and respond to the learning outcomes. As part of a group you will work with a module tutor to moderate an assessment rubric where you can see what is being assessed, what you need to achieve for each grade band and the weighting attached to each criterion. This process gives you a clearer picture of how your work will be marked and you will gain a sense of involvement in the assessment process.

- **Anonymous Marking** is employed where possible, usually in contextual modules against written assignments. Your work is submitted anonymously so that first and second markers can assess your work without influence or bias.

The range of learning, teaching and assessment methods used enables different aspects of your learning to be developed and tested. As well as testing what you know and can do at the end of a module (*Summative Assessment*) you'll get regular advice and guidance while your work is in progress (*Formative Feedback*) through one-to-one, peer-to-peer and group tutorials where you will have the opportunity to discuss and develop strategies to develop your work. This enables you to develop and refine the work as it is being produced with the structured guidance required to achieve the best possible results.

## Student Support

We provide responsive learner support that promotes student success. Our approach to learner support is designed to support achievement and progression, champion inclusivity and accessibility, prepare you for opportunities beyond study, and promote independence and resilience, enabling you to achieve your potential.

As a student of the University of Cumbria, you will be taught by academics and expert practitioners who facilitate learning through structured inquiry. You will be provided with access to high quality academic resources through physical and digital libraries and will be supported to develop skills that enable you to become a critical, reflective, discerning and independent learner and researcher.

### Induction

You will be supported throughout your studies on the BA (Hons) Photography degree. From first to third year you have a range of specialist equipment available to you, dedicated practice studios and a staff team, including a specialist technician, that are available for any advice or input you might need.

As a photography student, you can book studio space kitted out with lighting rigs, borrow a range of camera equipment and have full use of darkroom facilities. Our dedicated and specialist technician will help you with kit and offer advice about what kit might be best in the conditions you will be shooting. We have digital post-production facilities that you will be inducted into; these computer workspaces are equipped with specialist software and industry printers. Negative scanners are available to you and you can purchase a variety of specialist paper for print from our photography resource shop.

On arrival, you will undergo inductions in the photography equipment we hold, the studio spaces, lighting rigs, darkroom facilities and digital skills. The learning that takes place in these inductions is reinforced throughout the project work you will undertake in year one. In years two and three we offer each student cohort the option of revisiting inductions and technical sessions, this means that you can decide where you would like a refresher or whether a more advanced masterclass is more appropriate. Our dedicated photography technician is available if you need a reminder of anything you have been inducted in. On request, we also offer inductions across the other resource areas at the Institute of Arts, this includes metalwork, woodwork, print, textiles, ceramics and audio-visual.

We recognise that many students come to us as keen practitioners of photography and perhaps hold less confidence and skill in academic practice. We make provision for this by embedding in contextual modules library and academic specialist skills workshops for academic writing, referencing and research skills. Introductory sessions are aimed at year one and in years two and three refresher and advanced workshops are arranged for all students.

### Personal Tutoring

You will also be allocated a Personal Tutor. Your Personal Tutor will be proactively involved in the delivery of your programme and will have contact with you throughout your time at the University. They will support your learning and development, including through tutorials, Progress Reviews and other support as outlined in the Personal Tutoring Policy.

As a photography student, you are supported throughout your degree no matter what level of ability you have. Your personal tutor will meet with you each semester and review your academic

development and work with you to plan where you would like to progress. Our student services, located on every campus, contribute to your studies with academic skills workshops, individual and group tutorials designed to address an issue you may like more help with, and other well-being services. This support is invaluable to all students and scaffolds the learning that takes place on the programme.

Should you need to see a tutor for information or a question about a module you should speak to or email the module tutor. If you question is about the programme you should speak to or email the programme leader. On occasion, academic staff will undertake research activities in order to stay current and contribute to the most contemporary and relevant learning environment. If you have a personal academic query and your Personal tutor is absent on research leave, you should speak to a tutor you feel comfortable with and they will be able to advise of the best person to address your query.

## Personal Development Planning

As you progress through the BA (Hons) Photography degree you will develop skills in personal conduct, time-management and communications; these skills will make you a more rounded and confident individual who has something to say and is able to say it. In every year of study, we work on these personal attributes developing your ability to practice your photography with autonomy and independence.

In year one we embed skills of time management, project management, presentation skills and engaged thinking. In year two these skills are put into practice with input from external agencies. Client briefs, folio reviews with industry professionals, working on collaborative projects, making work for public viewing in the shape of publications and exhibitions all require you to draw on the skills practiced in year one. On completion of year two, you will have gained confidence in your own abilities to produce work, but also to work with others, a crucial attribute in any employment. In year three, your personal development is the platform upon which you devise your projects, recognise your specialism, communicate that to a wider audience and present your work in a public arena. By this stage in your learning, you will have developed into a creative autonomous individual practitioner of photography. You will be ready to embark on your chosen career confidently and capably.

## International Students

International Students are a very welcome addition to the photography programme. Historically we have enjoyed the company of Danish, Swedish, Chinese, German, Nigerian and Gibraltan students on the programme. International students contribute the richness of cultural diversity to the programme that is felt by all students.

As an international student you will be supported in your transition into the UK Higher Education system. You will join your cohort and be expected to undergo the inductions into the photography area and other resource areas in the Institute of the Arts (the same a domestic students). We will assess your analogue and digital photography capabilities and identify any areas that need some extra work; tutors will support you in achieving that work. You will be allocated a personal tutor and engage with Personal Development Planning, as outlined in the sections above. The International Team will support you in your time studying in the UK and the Student's Union will be a place to explore and establish new friends and communities of support.

## Placement Module

There is a requirement to have a placement arranged and agreed on commencement of the Creative Economy Placement module, UCIA5501.  University staff with the appropriate experience will support and assess you throughout the programme which is part of the collaborative support structure in place between the University, yourself as the Student, and Manager within the workplace, and this support is formalised through a signed Placement Agreement. Throughout your studies, you are encouraged to balance academic work and placement learning with time with your family and friends and to engage with other activities so that you maintain a good sense of health and well-being.

**Library and Academic Support (based in Information Services)**

Module leaders will collaborate with Library and Academic Advisors to ensure that your reading lists are current and items are available via the library collections. In order to maximise access, availability and usefulness, ebooks and electronic journal titles will, in most cases, be prioritised. You can access a wide range of great electronic and print content using OneSearch and you can find out more about key texts, databases and journals for your subject by accessing the library's subject resources webpages. Where appropriate, module reading lists will be made available to you electronically using the university's online reading list system.

The Skills@Cumbria service can help support your academic skills and success throughout your programme. The service is delivered by a team of professional Library and Academic Advisors. It includes a suite of online self-help resources accessible 24/7 via the University's website and Blackboard site. It also provides group and individual advice and guidance accessible through and alongside your course and by different means such as face to face, email or virtual. Visit skills@cumbria for more details.

Library and Academic Advisors are on hand to support your personal study and academic skills development.

**IT and Technical Support**

Technology is an invaluable asset when it comes to studying, so it's important you know how to make the most out of the excellent facilities we have available. Our aim is to ensure you can access university electronic resources from anywhere or any device, whether on or off campus. The Student Hub is your one-stop gateway to all university systems, Outlook email, and OneDrive.

Whether you consider yourself a computer expert or you're not confident about your IT skills, we're always around to ensure you get the level of support you need. We have a wealth of information and support available on the website and have a dedicated IT Service Desk where you can talk to someone by phone or log your question online from anywhere, at any time.

**Staff and Student Services**

Staff and Student Services offer a wide range of support, including: careers and employability, financial help, counselling, health and wellbeing and support for disabled students and those with specific learning requirements. We know that you want to get the most out of your programme, make the best use of your time and find or continue in the career you always dreamed of. Access university support and facilities easily and quickly via the website and/or via the Student Services guidance tile on the Student Hub.

In addition to the range of guidance above, you have the opportunity to further develop your personal, academic and professional skills by taking part in a number of initiatives coordinated and delivered by professional services advisers:

**Headstart**

Head Start is a self-learning pre-entry module that is completed online and at your own pace. The module gives new undergraduate students an opportunity to prepare for their transition into university and to start to develop the academic skills that will help them become successful students.

All UG students are given the opportunity to register and complete Head Start prior to entry on their main programme of study.  If you haven't been able to complete Head Start before starting your course, you can access the module via Blackboard by selecting the Skills@Cumbria tab and then the Head Start tile. Learning at university, academic writing and referencing are the key topics introduced in the module and previous students have told us how useful they have found the online resources and activities.

**Head Start Plus**

Head Start Plus is also an online skills development course, designed to support students who are about or who have just started study at level 5 or 6 ($2^{nd}$ and $3^{rd}$ year undergraduate). This course is

particularly recommended to students who may not have studied at HE level for some time or who are transitioning into the higher HE levels.  The course provides a useful refresh on academic skills and practice and an insight into the expectations of tutors at those levels.

This course is free and available via the Open Education Platform powered by Blackboard. To access the course, follow the link to https://openeducation.blackboard.com/cumbria and set-up a free account with Open Education.  Once logged on, select the course free of charge and work through it at your own pace.

**Peer Mentoring @ Cumbria**

You will be allocated a student Mentor who will be in touch to offer a non-judgemental and friendly hand and to help with various aspects of your student experience, from making friends to settling in, to helping you understand the expectations of academic study and dealing with assessment worries.

**Mature Students' Events**

Whether it is a coffee morning, lunchtime gathering or a social event, there are events happening throughout the year to link you up with other mature students who will also be juggling a number of commitments alongside their studies.

**Help is at Hand Events**

Keep a look out for these interactive events on campus around October and January. You are encouraged to attend these as they showcase the range of support available here and gives you the opportunity to talk to people from Finance, Accommodation, the Students' Union, the Wellbeing and Disability Team etc.

**Career Ahead**

Career Ahead is the University's Employability Award, which gives students the opportunity to make their graduate CV stand out. Based on what employers look for in an ideal candidate, this award works with students to identify any gaps in their skill set, reflect on their experiences and develop further skills. The University of Cumbria's employability award is split into three stages: Bronze, Silver and Gold, with a further Career Ahead + Platinum level. Students' engagement in extra curricula activities such as volunteering, part-time work, project and charity work and peer mentoring are recognised within Career Ahead.  To find out more or to register, email careerahead@cumbria.ac.uk

| Programme Curriculum Map | | | | | |
|---|---|---|---|---|---|
| **Academic Level** | **Module Code** | **Module Title** | **Credits** | **Module Status\*** | **Programme Outcomes achieved** |
| 4 | PHOT4080 | Photographic Image Capture | 40 | Compulsory | K2, K3, S3 |
| 4 | UCIA4030 | Cultural Contexts | 20 | Compulsory | K1, S2 |
| 4 | PHOT4060 | Picturing Place: Culture & Identity | 40 | Compulsory | K2, K3, S1, S3 |
| 4 | UCIA4020 | Collaborative Practice | 20 | Compulsory | K3, S1, S2, S3 |
| 5 | PHOT5080 | Networks & Narratives: Photography in the Community | 40 | Compulsory | K5, K6, S4, S5 |
| 5 | PHOT5090 | Immersive Image-Making | 20 | Compulsory | K6, S4 |
| 5 | PHOT5100 | The Photographic Interface: Industry Experience | 40 | Compulsory | K5, K6, S4, S5 |
| 5 | UCIA5501 | Creative Economy Placement | 20 | Compulsory | K4, S6 |
| 6 | PHOT6070 | Blueprint of Practice | 40 | Compulsory | K7, K9, S7, S8, S9 |
| 6 | ARTD6000 | Independent Research Paper | 20 | Compulsory | K8, S8 |
| 6 | PHOT6080 | Resolution of Practice | 60 | Compulsory | K7, K9, S7, S8, S9 |

**Notes**

This programme operates in accordance with the University's Academic Regulations and Academic Procedures and Processes with the following permitted exceptions:-

This programme uses 40/20 credit module structure in all years and in each semester, with the exception of second semester in year 3 where we have designed a 60-credit module. The 40-credit modules are all dedicated photography practice modules and have been designed such to:

- **Enable progression:** the intensity of the modules will establish and ensure a working practice that is maintained throughout the degree from

years 1-3, and is designed so that you will be equipped to meet the increasing expectations as you progress through each level.

- **Streamline assessments:** the longer modules allow fewer assessments with a greater emphasis on linking practice to professional outcomes. You will be more focused and driven on achieving in all areas rather than in separate components.

- **Reduce the Intended Learning Outcomes (ILOs):** as with the streamlining of assessment, this would have the same effect of the ILOs, these can be more focused and relevant to real-world expectations.

- **Reduce the number of students carrying fails:** you will be fully supported throughout these longer modules, if you are struggling on any module you will be identified earlier and have the opportunity and support to get back on track.

In addition, and in response to student feedback, the modules are designed so that you have a longer period to rigorously develop your work. This aspect allows the you to manage bigger projects, develop your personal management skills and experience a practice more closely related to the time-frames and conditions experienced in industry. You will be well supported with formative assessment points and interim objectives that will guard you against failure.

The longer credit modules also enable the embedding of professional attributes and skills as part of photographic practice, through live briefs, commissions, publishing processes and exhibitions etc.

The 60-credit module in year 3 is a semester long module. All the skills, knowledge and other attributes synthesise at this point and the larger module gives sufficient time for this to develop and find resolution. As above, formative assessment and interim objectives will support you to make the most of this opportunity.

The larger modules of 40 and 60 credits are recognised, by the QAA, to be typical in Art and Design programmes, and reflect the pedagogic approach to encourage independent working on significant bodies of work.

A failed student will not be permitted to re-register on the same programme.

| * **Key to Module Statuses** | |
|---|---|
| Compulsory Modules | Must be taken although it may possible to condone/compensate as a marginal fail (within the limits set out in the Academic Regulations and provided that all core or pass/fail elements of module assessment have been passed) |

| Programme Delivery Structure: Full Time | | | | |
|---|---|---|---|---|
| **Module Code** | **Module Title** | **Delivery Pattern** | **Method(s) of Assessment** | **Approximate Assessment Deadline** |
| | | **Autumn Semester / Spring Semester / Extended / Year-Long** | | |
| PHOT4080 | Photographic Image Capture | Autumn Semester | Practical Skills Assessment & Project Work | December |
| UCIA4030 | Cultural Contexts | Autumn Semester | Written Assignment | December |
| PHOT4060 | Picturing Place: Culture & Identity | Spring Semester | Portfolio & Oral Assessment/Presentation | April |
| UCIA4020 | Collaborative Practice | Spring Semester | Project Work | May |
| **Students exiting at this point with 120 credits would receive a CertHE Photography** | | | | |
| PHOT5080 | Networks & Narratives: Photography in the Community | Autumn Semester | Portfolio & Project Work | December |
| PHOT5090 | Immersive Image-Making | Autumn Semester | Project Work | December |
| PHOT5100 | The Photographic Interface: Industry Experience | Spring Semester | Portfolio & Project Work | April |
| UCIA5501 | Creative Economy Placement | Year Long | Portfolio 70% Oral Assessment/Presentation 30% | May |
| **Students exiting at this point with 240 credits would receive a DipHE Photography with Placement** | | | | |

| PHOT6070 | Blueprint of Practice | Autumn Semester | Portfolio & Written Assignment | December |
|---|---|---|---|---|
| ARTD6000 | Independent Research Paper | Autumn Semester | Dissertation | December |
| **Students exiting at this point with 300 credits would receive an Ordinary BA Photography with Placement** | | | | |
| PHOT6080 | Resolution of Practice | Spring Semester | Set Exercise & Oral Assessment/Presentation | May |

| Methods for Evaluating and Improving the Quality and Standards of Learning | |
|---|---|
| **Mechanisms used for the Review and Evaluation of the Curriculum and Learning, Teaching and Assessment Methods** | • Module Evaluation<br>• Student Voice Meetings<br>• Programme Validation and Periodic Review<br>• Annual Monitoring<br>• Peer Review of Teaching<br>• External Examiner Reports<br>• Student Success and Quality Assurance Committee |
| **Mechanisms used for gaining and responding to feedback on the quality of teaching and the learning experience – gained from: Students, graduates, employers, placement and work-based learning providers, other stakeholders, etc.** | • Staff Student Forum<br>• Course Team Meetings<br>• Student Voice Meetings<br>• Module Evaluation Forms<br>• Programme Evaluation: National Student Survey, UK Engagement Survey<br>• Module/Programme/Personal tutorials<br>• Meetings with External Examiners |

| | |
|---|---|
| **Date of Programme Specification Production:** | 30th May 2018 |
| **Date Programme Specification was last updated:** | June 2023 |
| **For further information about this programme, refer to the programme page on the University website:-**<br><br>**https://www.cumbria.ac.uk/study/courses/undergraduate/photography-with-placement/** | |

| The following information has implications for potential international applicants who require a Tier 4 visa to study in the UK | |
|---|---|
| **Is the placement requirement more than 50% of the programme?** | No |
| **If yes, what % of the programme is the placement requirement?** | Not applicable |
| **If yes, is the amount of placement a statutory** | Not applicable |

| requirement to meet Professional, Statutory or Regulatory Body (PSRB) or Department of Education requirements? | |
|---|---|