


Programme specification

1. Awarding Institution	2. Teaching Institution	3. School/Department	4. UCAS Code:
	North Kent College	Architecture, Design and Construction	W641
5. Final Award	6. Programme Title		7. Accredited by:
BA (Hons)	Photography		University of Greenwich

8. Quality Assurance Agency (QAA) Benchmarking Group(s)

Benchmarking statements for the subject you are studying define what a student is expected to learn from studying that subject. They are defined by academic staff in the field and provided to students and universities by the Quality Assurance Agency (QAA). Benchmarking statements are explained and described on the Agency's website at: <http://www.qaa.ac.uk/academicinfrastructure/benchmark/default.asp>

The programme follows broadly the QAA Subject Benchmarks for Art and Design (2008) and is intended to address the defining principles in the document that learning in art and design develops:

- The capacity to be creative
- An aesthetic sensibility
- Intellectual enquiry
- Skills in team working
- An appreciation of diversity
- The ability to conduct research in a variety of modes
- The quality of reflecting on one's own learning and development
- The capacity to work independently, determining one's own future learning needs.

9. Entry Requirements

Normally FdA Photography or HND Photography

Exceptionally, alternative related qualifications will be considered along with portfolio interview- Offers to non-standard applicants will be agreed with the school of architecture. Design & construction.

10. Educational Aims of the Programme and Potential Career Destinations of Graduates [Maximum 150 words]:

- to enable students to reflect on and develop their ability to generate and realise ideas independently or collaboratively.
- to enable students to refine their skills, knowledge and understanding appropriate for effective professional photography.
- to provide students with work related learning experiences at an appropriate level that contributes to their creative and professional development.
- to refine analytic and critical skills in students to enable them to reflect on their own and others photographic practice.
- to enable students to produce a portfolio illustrating a distinctive and professional approach to their work.
- to develop high level transferable skills essential for the successful performance in professional practice.
- in liaison with practitioners, to review and incorporate new content through the development of the programme.

Career Destinations

Photographers Assistant, Fashion Photographer, Picture Editor, Portraiture, Press Photography, Professional Retoucher, Social Photography, Documentary Photographer, Picture Library, Stock Photographer

11. Summary of Skills Development for Students within the Programme [Maximum 150 words]:

Through the programme it is intended that students will gain the mix of practical skills, intellectual development, knowledge and understanding to become and successful reflective practitioners in their discipline. Students will be able to work effectively with clients and devise and carry through both professional and personal work suitable for its intended audiences. Additionally at level 6 students will be exploring personal directions for their work in greater depth.

11. The programme provides opportunities for you to achieve the following outcomes:

These are related to the benchmarking statements for the subject you are studying, described under 8 above.

The following teaching, learning and assessment methods are used to enable you to achieve and demonstrate these outcomes:

A. Knowledge and understanding of: —————>

1. Professional and Contemporary Photographic Practice.
2. Photographic equipment, techniques, materials and processes.
3. Theories of photography in a broader critical context .

A. Teaching and learning methods:

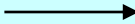
Knowledge and understanding is acquired through lectures, practical workshops, tutorials, seminars, visits, group/individual practical projects and work related learning. Written work takes the form of individual research projects and essays.

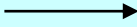
A. Assessment methods:

Coursework, practical projects with portfolios, oral and written presentations. Each course description specifies its own assessment method.

B. Intellectual skills:	B. Teaching and learning methods:
<ul style="list-style-type: none"> • Generate original work through a critical engagement with own and others practice. • Present and articulate key theoretical concepts through research, practical work, discussion and written presentation. • Critically engage with aspects of the histories and theories of photography. • Articulate a range of skills related to professional practice and make meaningful personal decisions in this context. • Refine and establish a distinctive personal direction with respect to the discipline. 	<p>Intellectual skills are acquired through lectures, tutorials, practical assignments, seminars and presentations. Opportunities will be provided for original work, group discussion, essay writing and written and verbal evaluation.</p>
	B. Assessment methods:
	<p>Through practical assignments, contextual research, presentations to the group and tutors, and through written assignments.</p>

C. Subject practical skills: →	1. Teaching and learning methods:
<ul style="list-style-type: none">• Select and use appropriate photographic techniques, materials and processes.• Explore personal responses to a range of photographic genres through assignment work.• Utilise research and experiment to develop creative work.• Produce images for a range of contemporary contexts.	Through practical workshops, group and individual projects, visits and work related learning.
	C. Assessment methods:
	Continuous assessment through informal feedback sessions and tutorials, both individually and as a group. Summative assessment of projects and portfolios.

D. Transferable/key skills: 	D. Teaching and learning methods:
<p>Communication Skills:</p> <ol style="list-style-type: none"> 1. Communicate effectively (written, oral and visual) 2. Communicate confidently and appropriately to individuals and target groups 3. Contribute constructively to discussions 4. Listen, evaluate and respond accordingly to the opinions of others <p>ICT Skills:</p> <ol style="list-style-type: none"> 1. Use a range of computer programmes. 2. Use the internet to communicate and research <p>Numeracy Skills:</p> <ol style="list-style-type: none"> 1. Draft and finalise a budget to meet a brief 2. Monitor and manage a budget <p>Interpersonal Skills:</p> <ol style="list-style-type: none"> 1. Organise roles within a team 2. Identify and delegate areas of responsibility 3. Recognise and respect the views of others 4. Evaluate own and others' performance 	<p>Through the programme students encounter a range of opportunities to develop all areas of communication: writing, verbal and visual presentations, group work and submission of work in professional contexts.</p> <p>The Extended Professional Practice course will offer specific opportunities for the acquisition of professional skills.</p> <p>Specific numeracy skills are used in the Extended Professional Practice course.</p> <p>Group work is an integral part of the programme, and students encounter a range of opportunities to develop interpersonal skills. Group meetings, portfolios and tutorials are used to analyse and evaluate performance.</p> <p>Throughout the programme the focus is on the understanding of the industry and its requirements. Through tutorials students will be set targets and strategies for meeting these identified.</p>
<p>Self Management and Professional Development</p> <ol style="list-style-type: none"> 1. Understand and apply professional codes of conduct 2. Recognise moral and ethical issues relevant to the specific area of work 3. Identify and work towards set targets 4. Prepare own portfolio 5. Exhibit and promote own practice 6. Access and assess relevant supportive organisations 	<p>2. Assessment methods:</p> <p>Rather than appearing as discreet entities, transferable/key skills, particularly communication and interpersonal skills, are integrated in all programme assessments. In this way tutors use assessments to reflect the development of specific competences within their respective courses.</p>

E. Greenwich Graduate Attributes: 	E. Teaching and learning methods:
<p>Scholarship and autonomy This element is primarily developed through the Dissertation/reflective Journal course and through the self-initiated assignments that form the portfolio content of Contemporary Photographic Practice and Major Photographic Project.</p> <p>Creativity and enterprise The fostering of creativity and the development of ideas is central to the programme and is most specifically addressed through the Extended Professional Practice course at level 6. Students undertake self-initiated live project work and are supported to bring forward professional and commissioned work as well as portfolio and online presence for assessment.</p> <p>Cross-cultural and international awareness Through the theme based assignments and tutorial support for the development of self-initiated projects, students are encouraged to challenge their assumptions and consider the needs of varied audiences for images.</p>	<p>Seminars, individual tutorials, exhibition visits.</p> <p>Development of self- initiated project work with allied contextual and theoretical research</p> <p>Tutorials and practical workshops</p> <p>Live project work</p> <p>Seminars and tutorials</p> <p>Exhibition work and in-depth assignments</p>
	<p>3. Assessment methods:</p> <p>Portfolio presentation Written presentation Oral presentation</p>

Programme Structure

Programme Structure: Levels, Courses and Credits →		<i>Awards, Credits and Progression of Learning Outcomes</i>
Level	Compulsory Courses	Honours Degree
6	Dissertation/Reflective Journal	30 Credits
	Contemporary Photographic Practice	30 Credits
	Major Photographic Project	30 Credits
	Extended Professional Practice	30 Credits