

Unit Title	To Master (industry iii)
FHEQ Level	Six
Unit Code	DGP18302
Credit Value	15 credits
Unit Type	Subject

Learning Hours			
Staff – Student Contact Hours		Independent Study Hours	
Classes	20	Independent Study	40
Supervised access to resources	10	Preparation for Assessment	20
		Unsupervised Access to Resources	60
Total			150

Unit Description

This unit is the final of three ‘scene-setting’ units that start each level of the course. They set the tone for the units in each year.

You will be introduced to aspects of the commercial photographic industry through a series of guest lectures by professionals of note (typically art directors, magazine editors and commissioners) that talk about the process of commissioning and working within a creative team. You will be asked to complete a series of tasks and attend talks and masterclasses that inform on current trends and practices.

It is important to note that this unit and indeed the entirety of the final year of study reflects all principles of the Mind-Set and Skill-Set Manifesto.

The Five Principles underpin the Mindsets and Skillsets Manifesto and are the foundation upon which all course curriculum frameworks and unit specifications are based. The relevant Principles as stated below have been mapped against the Learning Outcomes relevant to each course unit and at each level (see Programme Specifications for full description of the Five Principles):

1. Cultivate / Where the individual thrives.
2. Collaborate / Where disciplines evolve.
3. Integrate / Where education engages industry.
4. Advocate / Where purpose meets practice.
5. Originate / creativity meets technology.

Unit Indicative Content

- An awareness of marketing your work through public exposure at competitions and portfolio reviews.
- The introduction of industry professionals and commissioners as a series of guest talks and field visits.

- Current best practice approaches within the industry informed by trends and technology.
- Strategies to apply for granting and funding to complete photographic projects.
- Strategies to fund start-up and incubation opportunities.
- A proactive strategy in relation to self-promotion relative to stated career aims.
- A synthesis of all previous units of this nature to complete an industry-related 'tool-kit'.

Unit Aims

To generate an informed response to a set of assessable unit elements interacting efficiently with others through a series of seminars, tutorials, workshops and masterclasses with industry professionals.

To further provide a platform for debate to broaden the student understanding of the area of the industry relating to individual professional practice and self-promotion – specifically within the areas of portfolio and competition.

To apply practical, analytical and self-reflective skills to a range of materials, sources and outcomes.

To demonstrate a more thorough understanding of the need to organise resources, manage workloads and meet set deadlines through effective time management

Unit Learning Outcomes

LO 1 Research/Inspiration

Select and evaluate information gathering techniques using a wide range of sources, providing visual, contextual and industry case-study research as appropriate.

Related Principle: ORIGINATE

LO 7 Employability

Effectively employ professional transferrable and employability skills, including the ability to manage time and work to clear briefs and deadlines, respond to set goals, and communicate effectively.

Related Principle: CULTIVATE

LO 8 Professional Identity

Align your professional identity as a practitioner with a viable career context.

Related Principle: CULTIVATE

Learning and Teaching Methods

Lecture

Seminar

Tutorial

Guest Lectures

Industry led workshops offsite

Practical Classes and Workshops on campus and offsite

Fieldwork

External Visits

Independent Study
Directed Study

Assessment methods and tasks

Brief description of assessment methods

Portfolio

Digital Workbook/Reflective Document

- Summative assessment is the completion of the main unit task – typically a finished outcome together with associated elements and the completion of a digital workbook and accompanying treatments or presentations.
- Presentations to peers are usually within a small group environment where at least two tutors are present.
- Students are notified of their grades promptly and feedback is usually via an audio file where at least two tutors contribute to feedback and feedforwards.

Assessment tasks	Weighting (%) (one grade or multi-grade unit)
A submission of images which are a direct response to a brief.	80%
A digital workbook (WordPress Blog) that evaluates the content of the unit.	20%

Indicative Assessment Criteria

Assessment criteria are the basis on which the judgment of the adequacy of the work is made. A more detailed assessment criteria will be specified in the brief.

- The ability to demonstrate an understanding of the photographic industry in terms of portfolio and promotion relevant to personal ambition in both written and verbal forms. (LO 8)
- The ability to underpin this outcome through an advanced use of relevant visual and academic references. (LO 1)
- The completion of set competition brief, attendance at activities and guest led workshops. (LO 7)

Essential Reading list

1. Bayley S, Mavity R, 2017 "Life's a Pitch", Corgi Books, London
2. Gibbs I, 2016, "The Sorities Principle - How to harness the power of perseverance", Guild Publications, Barcelona
3. Luna T, 2006, "How to grow as a Photographer", Allworth Press, London
4. Thomas G, 2003, "Beyond the Lens", The Association of Photographers, London
5. WPO, 2017, "Sony World Photography Awards 2017", WPO, London