

Unit Title	To Launch (portfolio/Industry iv)
FHEQ Level	Six
Unit Code	DGP18305
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 will ask you to prepare a portfolio of images and related promotional materials to present to a panel made from invited industry guests who will offer a critique and evaluation of your outcomes in relation to industry expectations.

The panel will simulate a portfolio review and it is envisaged that different aspects of the industry (e.g. editorial, advertising etc.) will be covered over successive days in the same way as professional events. You would see this as an opportunity to develop professional conversations with commissioners and advocates who would typically commission photographers and the feedback and feedforwards gained from this review will help plan your next steps in your career after graduation.

This unit draws heavily on the Five Principles of the Mind-sets and Skill-sets Manifesto in that it is an opportunity to demonstrate a complete range of learning through a resolved portfolio of work and equally to reflect upon all experiences on the course as well as being pro-active in how the individual can be seen as making an impact within the commercial photographic industries.

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 creating a book of images that showcases abilities and potential to a professional audience.
- The ability to develop a series of strategies to present personal work and ambition to industry scrutiny based on current trends and practices.
- The introduction of industry professionals and commissioners as a review panel.
- The introduction of industry feedback and a methodology to apply this to future directions.
- The ability to network effectively with relevant industry professionals.
- The knowledge of professional affiliations and advocates open to students on the course on graduation.
- A clear demonstration of a strategy to move from education to industry.

Unit Aims

To generate a book of images that define a personal position and ambition within the photographic industry at this point in time.

To provide a platform for a professional conversation with a panel of industry representatives based around the content of a personal book and career aspirations.

To apply practical, analytical and self-reflective skills to a range of materials, sources and outcomes with the view of distilling them into a definitive visual statement.

To demonstrate a 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 6 Critical and creative mindsets

Evaluate a range of critical approaches in order to form an independent position

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 Lecture
 Independent study
 Directed Study
 Networking Events
 Portfolio Review

Assessment methods and tasks

Brief description of assessment methods

Portfolio

Portfolio Review

- A series of formative professional conversations with a panel of industry notables based on a review and scrutiny of a final book of images and related materials.
- 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.
- 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 (%) (<i>one grade or multi-grade unit</i>)
A commercially focussed folio of images that clearly showcases your best work.	100%

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 critically evaluate a broad edit of images and related materials into a final resolved book of images relating to personal ambition. (LO 6)
- The ability to demonstrate an understanding of industry expectations in terms of portfolio presentation and promotion relevant to personal ambition. (LO 8)
- The ability to underpin the unit outcome through an advanced use of relevant visual and academic references. (LO 1)
- The participation within a portfolio review event that will encourage debate and scrutiny around the unit outcomes. (LO 7)

Essential Reading list

1. Bowstead, J,Mc, 2011, "A Guide to Preparing Your Portfolio", A&C Black, London
2. Colberg J, 2016, "Understanding Photobooks – The Form and Content of the Photographic Book", Focal Press, London
3. Lawson C, 2014, "The Unnatural Networker: How Anyone Can Succeed at Networking", Panoma Press, London
4. Pressfield S, 2012, "Turning Pro", Black, Irish Entertainment, London
5. Thomas G, 2003, "Beyond the Lens", The Association of Photographers, London