

Programme Title	BA (Hons) Digital Photography
Awarding Body	Ravensbourne University London
Teaching Institution	Ravensbourne University London
Final Award	Level 6 – BA (Hons) Digital Photography
Interim awards	Level 5 – Dip HE Level 4 – Cert HE
UCAS Code	W640
QAA Subject Benchmark	Art and Design (2016)
PSRB reference	N/A
Mode of study	Full-Time
Date produced/amended	January 2018
Course Leader	Geraint Cunnick

Distinctiveness

This is a commercially orientated Photography course, one which focuses on developing your practical and creative skills to produce outcomes that are of relevance to the contemporary photographic industries. As a student you will be offered a range of concept driven units that are informed by skills and practical application – you will be taught two software packages as well as two camera systems so that you will meet industry expectations upon graduation. The course has been recognised by both the Royal Photographic Society and the Association of Photographers as being of quality and they act as advocates for this new curriculum of study as do the manufacturers *Leica* and *Phase One*, who support and enhance the curriculum through employment opportunities and practitioner-led masterclasses. The course's alumni network is strong and many graduates are now employed within the industry and act as advocates for the course and its aims.

The course focusses on commercial outcomes combined with digital workflows and this sets it apart from its competition in London and the South East of England and indeed most of the UK. The quality of its alumni and industry endorsements add further distinction to this award.

The Mindsets and Skillsets Manifesto: Five Principles

Ravensbourne developed its Mindsets and Skillsets Manifesto as part of an institution-wide Portfolio Review. This was the culmination of a significant process that included a broad literature review; various outputs from national and international conferences and institutional visits; a 'Futures in the Making Symposium' attended by academic faculty - featuring an industry panel and a second panel of high profile external academics; a '20 / 20 / 20 Visiting Lecture Programme'; and market analysis of existing courses and the university's academic framework. The final Manifesto also drew from the institution's Strategic Plan and the Director's post-2018 vision document.

The Mindsets and Skillsets Manifesto consists of Five Principles that creates the basis of a vision that informs a new academic framework, its new curriculum, and all course level learning outcomes. This Manifesto underpins the validation and revalidation documents presented here, and is briefly articulated in the following way:

1. Cultivate / where the individual thrives

- Holistic Education: beyond the discipline
- Life Skills: resilience, self-efficacy, multiple intelligence

Extending the norms of skills-acquisition and competency-based approaches Cultivate nurtures the creative individual beyond the academy, embracing the holistic notion of educating the whole person.

Critical life-skills are investigated and multiple intelligences explored through a model that supports professional and personal development to create and support resilient and inclusive individuals prepared for work in the ever-changing creative industries and for living with wider societal and cultural flux in the 21st century.

2. Collaborate / where disciplines evolve

- Blurring Disciplines: petri dish for new thinking and practice
- Shape-Shifters: new practice demands new practitioners

The Collaborate model enables students with discipline-specific knowledge to apply their own creative thinking, design and media practices and methodologies and production techniques to interdisciplinary and transdisciplinary projects.

Interdisciplinary project models integrate subject knowledge and working methods from a range of disciplines to create synthesis of practice, whilst the transdisciplinary model creates new and extended disciplinary modes through the unity of intellectual and practice-based frameworks to reach beyond single disciplinary perspectives.

3. Integrate / where education engages industry

- Professional Modes: education mirrors industry
- Depth and Breadth: specialists and generalists

A model that integrates academic delivery with industry practice; enabling subject-specific, interdisciplinary student teams to replicate modes of working found within relevant professional models; the Production House in Film and TV, the Design Studio in communication and media design, the Fashion House in fashion and textiles, the Advertising Agency in advertising and promotion and the Architecture Practice in architecture and interiors.

Typically the Integrated Team, with each member assigned a specific role, works to a phased delivery that may include the Discover, Define, Develop and Deliver stages of the Design Double Diamond. Integrate challenges traditional constraints in the teaching of the solo practitioner and embraces the notion of disciplinary discovery and practice through team working.

4. Advocate / where purpose meets practice

- Citizen Practitioners: tackling real-world problems
- Self to Selves: from the individual to the collective

Putting purpose first, Advocate recognises the responsibility for creative education to address the unprecedented environmental, social and economic challenges facing humankind; tomorrow's designers and media practitioners are increasingly aware of their

responsibilities as global citizens to engage with complex ethical issues related to climate change, social justice, interdependence, wellbeing and biodiversity.

Advocate puts studio projects and commercial and charitable industry commissions at the centre of the educational experience enabling students real-world opportunities to improve the communities in which they live and work and in turn begin to transform the wider world.

5. Originate / where creativity meets technology

- Mind-Sets + Skill-Sets: the dynamism of ideas + technology
- Applied Mastery: leveraging theory, practice and innovation

Sitting at the intersection of creativity and technology, Originate enables the merging of visionary mind-sets and skill-sets to provide provocative and challenging design and media approaches. The amalgamation of theory and practice, Originate embraces both integrated and agile design-thinking and design-doing practice and research methodologies to forge dynamic technologically-savvy and creativity-driven responses and solutions to given and self-directed industry-leading projects.

Programme aims

You will be able to gain the appropriate knowledge and understanding, development of the necessary personal attributes and mastery of the essential skills to equip and prepare you to enter the creative industries and to furnish your continuing personal development.

CULTIVATE

You will be able to facilitate a collaborative attitude to problem solving and a creative approach to trans-disciplinary practice employing convergent and divergent thinking to inform investigation and enquiry into tangible and resolved outcomes.

COLLABORATE

You will be able to develop a broad range of industry-relevant skills, with particular emphasis on communication, social, ethical, technical and the entrepreneurial within a recognised model of industry practice.

INTEGRATE

You will gain a deeper understanding of contemporary photographic practice with specific reference to community, society, gender and sexual equality and that a sense of responsibility as an image-maker can be furthered through personal development.

ADVOCATE

You will be able to facilitate individual and collaborative outcomes within the subject areas of digital photography and the wider creative industries through a process of theoretical enquiry, practical application and innovative response.

ORIGINATE

You will gain the ability to develop and apply analysis and reflection in relation to the historical, conceptual and ethical dimensions of the discourse surrounding digital photography and contemporary visual culture.

NEW MINDSETS

Programme Learning Outcomes

The course provides opportunities for you to develop and demonstrate knowledge and understanding, qualities, skills and other attributes in the following areas.

On completion of the course you will be able to:

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 2 Concept/Ideation

Critically appraise and evaluate appropriate research materials to generate workable concepts or strategic project themes that inform and underpin project development.

Related Principle: ORIGINATE

LO 3 Development/Prototyping

Investigate potential pathways that result in appropriate solutions, informed by a systematic understanding of the principles of the creative process.

Related Principle: INTEGRATE

LO 4 (Pre) Production

Demonstrate systematic working knowledge, production skills, selection, application and understanding of a selection of processes, materials and methods that inform creative and academic practice.

Related Principle: COLLABORATE

LO 5 Presentation /Storytelling For Influence

Communicate projects creatively and professionally, whether in visual, oral or written form. Methods of presentation are appropriate to the audience/client and the purpose of the work.

Related Principle: ADVOCATE

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	Assessment Strategy
<p>Level 04: Lecture Seminar Tutorial Guest Lecture Technical Demonstration Practical Classes and Workshops Supervised Time in Studio Fieldwork External Visits Independent Study Directed Study</p> <p>Level 05: Lecture Seminar Tutorial Guest Lectures Practical Classes and Workshops Supervised Time in Studio Independent study Directed Study Placement Opportunities Study Abroad Opportunities</p> <p>Level 06 Lecture Seminar Tutorial Guest Lecture Independent study Directed Study Technical Masterclass Industrial Live Project Placement Options Networking Events Portfolio Review</p>	<p>For all levels of the programme: Oral Assessment Presentation Portfolio Digital Workbook Practical Assignment Classroom Test Reflective Written Document Industry Focussed Report Project Pre-Production Treatment Critique Personal Progress Review (PPR)</p> <p>Formative Assessment is used in all units of the programme as a means to assess your progress relating to unit briefs and an opportunity to offer feedback, feedforward and a diagnostic response. This is typically within a group or individual review held midway throughout each unit though for latter units in level six there are more formative assessment points.</p> <p>Summative Assessment is held in the latter stages of each unit and is the definitive assessment point where each assessment requirement is assessed by the unit leader and typically one other member of the course team though at level six there is at least two other staff members involved in moderation. Written or aural feedback and clear feedforward is given to you shortly after assessment and there are opportunities for tutorials if you need further classification before the start of the next unit.</p>

Unit Code	Unit Title	Credits
Level 4		
C18101	Themes in Contemporary Culture	15
DGP18102	To Begin (industry i)	15
DGP18103	In the Studio	30
DGP18104	On the Page	30
DGP18105	On the Screen i (capture and workflow)	15
DGP18106	On the Screen ii (digital darkroom)	15
Level 5		
C18201	Big Ideas and Philosophies/Dissertation Proposal	15
DGP18202	To Advance (industry ii)	15
EDGP181, EDGP182	Elective 01 (Choice of: Developing Raw Files or The Big Project)	15
CIE18200	Cross-Institutional Elective	15
DGP18203	Images that Persuade (advertising)	30
DGP18204	Images that Move (moving billboards)	30
Level 6		
C18301	Dissertation	30
DGP18302	To Master (industry iii)	15
DGP18303	Your Book (Portfolio)	45
DGP18304	Working with a Client	15
DGP18305	To Launch (portfolio/industry iv)	15
		360

Entry Requirements

You will normally be expected to possess five GCSEs (grade C or above) or equivalent (including English) and also to hold at least one of the following or equivalent UK or international qualification:

- 2 A Levels (grades A-C) or 4 AS Levels (grades A-C)
- 2 vocational A Level (grades A-C)
- Level 3 Foundation Diploma or National Diploma
- Advanced Diploma (grades A-C)
- International Baccalaureate (28 points or above)

Where an applicant's first language is not English, proof of competence in English will be required. For undergraduate and postgraduate programmes, this will normally take the form of an approved English language test at B2 level in the Common European Framework of Reference. Any test for proficiency in English must have been achieved within 18 months preceding the date of entry. Individual programmes may have higher language requirements. Ravensbourne's international department will advise applicants on the language requirements for particular programmes.

Selection Criteria

Ravensbourne will use a number of methods to assess an applicant's suitability for their course of choice. Primarily applicants are selected on the basis of:

- an applicant's prior academic achievement/qualifications and/or previous employment/life experience;
- assessment of the applicant's ability and aptitude to succeed on the course for which s/he has applied.

Students will be selected according to the generic criteria set out below:

Personal attributes

- shows commitment, enthusiasm and interest in the subject area
- initiative and problem solving
- ability to communicate

Creative process

- can generate ideas and use external sources to develop them
- ability to research an idea and follow it through to a finished product

Study skills

- can understand and organise information clearly
- can investigate and analyse information
- shows reasoning and intellectual curiosity

Professional skills

- has shown they can initiate and deliver projects
- can work in a team and with people with different skills
- has shown confidence with IT

Career aspirations

- understands the relevance of the course to her/his career ambitions
- understands current debates within industry

Accreditation of Prior Learning

Applications are welcomed from those who may not possess formal entry qualifications, mature students, those with work experience or with qualifications other than those listed above. Such applicants should demonstrate sufficient aptitude and potential to complete the course successfully. Applicants will be assessed at interview in accordance with Ravensbourne's Accreditation of Prior Learning Policy and Procedure.

Student Support	http://intranet.rave.ac.uk/display/SS/Student+Support
Assessment Regulations	https://intranet.rave.ac.uk/pages/viewpage.action?pageId=223708685

Course LOs	Level 4					Level 5					Level 6			
	DGP18102	DGP18103	DGP18104	DGP18105	DGP18106	DGP18202	DGP18203	DGP18204	EDGP181	EDGP182	DGP18302	DGP18303	DGP18304	DGP18305
LO1	X		X	X	X	X					X			X
LO2		X					X	X				X	X	
LO3		X	X	X	X		X	X	X	X		X	X	
LO4		X	X				X	X	X	X		X	X	
LO5			X				X			X		X	X	
LO6				X	X			X				X		X
LO7	X					X			X		X			X
LO8	X					X					X			X

Description of the Course

This is a contemporary photography course that aims to prepare you for the commercial photographic industries. It places an emphasis on developing “Thinking Photographers” – committed and passionate practitioners who possess the skillsets and mind-sets to thrive in the Twenty First Century.

Through a range of industry influenced units of study the course will equip you with a range of attitudes and abilities within all aspects of contemporary commercial practice with a view to being able to graduate with an attractive and relevant portfolio. The course emphasises collaboration, industry connections and a holistic approach to the subject generally.

The course is supported by leading industry brands and organisations such as Phase One, Leica, The Royal Photographic Society and The Association of Photographers and many of the course’s alumni are now established figures within the creative industries - graduating students benefit from the reputation of the course within the commercial world and the fact that many of these former students are active advocates for the course and its rationale.

Academic Framework – Course Diagram

	Term1	Term2	Term 3	
Level 4 120 credits	Induction <i>(Inc. contribution from Theory)</i> 0 credits	C18101 Themes in Contemporary Culture 15 credits		
	DGP18102 To Begin (Industry i) 15 credits	DGP18105 On the Screen I (Capture and Workflow) 15 credits	DGP18106 On the Screen ii (Digital Darkroom) 15 credits	
	DGP18103 In the Studio 30 credits	DGP18104 On the Page 30 credits		
Level 5 120 credits	C18201 – Part 1 <i>Big Ideas and Philosophies</i> <i>(7.5 out of 15 credits)</i>		C18201 – Part 2 <i>Dissertation Proposal</i> <i>(remaining 7.5 out of 15 credits)</i>	
	EDGP181, EDGP182: Choice of: Developing Raw Files or The Big Project 15 credits	CIE18200 <i>Cross-Institutional Eletive</i> 15 credits	DGP18204 Images that Move (Moving Billboards) 30 credits	
	DGP18202 To Advance (Industry ii) 15 credits	DGP18203 Images that Persuade (Advertising) 30 credits		
Level 6 120 credits	C18301 Dissertation 30 credits			
	DGP18302 To Master (Industry iii) 15 credits		DGP18304 Working with a Client 15 credits	DGP18305 To Launch (Industry IV/Portfolio) 15 Credits
		DGP18303 Your Book (Portfolio) 45 credits		