



Unit Title	To Begin (Industry i)
FHEQ Level	Four
Unit Code	DGP18102
Credit Value	15 credits
Unit Type	Subject

Learning Hours			
Staff – Student Contact Hours		Independent Study Hours	
Formal planned learning & teaching delivery (Hybrid)	30	Independent Study	45
Supervised access to resources on campus (Hybrid)	15	Preparation for Assessment	10
		Unsupervised Access to Resources (Hybrid)	50
Total			150

Unit Description

This unit is the starting point for the course and will introduce you to the current photographic industry. You will be asked to explore aspects of contemporary image making in order to better understand the breadth of practice that can be defined as ‘photographic’ as well as starting to define your personal career aspirations.

You will learn simple approaches to visual research, sourcing primary materials and the basic building blocks of research-led practice with the view that you become a more confident photographer.

This unit will instil in you a sense of responsibility as an image-maker - this through an examination of social media and the dissemination generally of images today. You will work together as a class through a series of workshops and masterclasses to develop a course ethos, a sense of belonging and an understanding of the rationale of the course and its possible outcomes.

You will work together in small groups and explore aspects of group work as well as exploring the immediate environment around the Ravensbourne campus to create an exhibition that will be a fitting start to your time at the university.

This unit will relate to the starting units in level five and six to set an agenda for each academic year and each will develop your awareness of personal and professional development incrementally.

The Skillsets and Mind-sets Manifesto:

The Five Principles underpin the Mind-sets 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

- Contemporary definitions of the photographic industry
- Debates surrounding ethnicity, gender and representation generally within commercial photography
- The role of social media within the dissemination of the commercial image
- The role of the physical space within the dissemination of the commercial image
- The independent vs the commercial publication
- Intellectual property and copyright with respect to self-promotion
- Industry support for the development of a personal identity

Unit Aims

To generate an informed response to a set brief by interacting efficiently with others through a series of seminars, tutorials, workshops and primary research/field work.

To provide a platform for debate to broaden the student understanding of the area of the industry chosen for scrutiny.

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

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

Unit Learning Outcomes

LO1 Research/Inspiration

Demonstrate your capacity for 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

Evidence nurturing professional transferable and employability skills, including your 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

Evidence your emerging personal creative and professional identity

Related Principle: CULTIVATE

Learning and Teaching Methods

We will deliver our courses using a hybrid approach - a blend of online and face to face delivery, as appropriate to the best learning & teaching methods:

Lectures - online (asynchronous delivery)

Seminars - online (mixed asynchronous and synchronous)

Tutorials - online (synchronous)

Guest Lectures - online

Studio Based Workshops and Formative Practical Tasks – individual and group

Industry led Workshops and Demonstrations

Independent Study - booked access to Physical Resources as required

Directed Study - online (synchronous)

Hybrid delivery:

Hybrid is commonly used to describe courses in which some traditional face to face teaching has been replaced with online learning activities – for example working in the studio or on location would be done on campus whilst showing electronic work in progress to your tutor would be conducted online.

The purpose of hybrid delivery is to take advantage of the best features of both online and face to face learning to offer the best possible learning experience for you.

Assessment methods and tasks

Brief description of assessment methods

Presentation

Industry Focussed Report

- 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 and you will be assessed on the content and method of delivery.
- You will be notified of your grades promptly and feedback is usually via an audio file in which at least two tutors contribute to feedback and feedforward.

Assessment tasks

Weighting (%) *(one grade or multi-grade unit)*

Group photographic outcome which is presented in an online showcase.

80%

Group online presentation which highlights each participant's involvement in the final outcome.	
A basic online workbook that outlines research and commitment to your group and individual activities	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 relevant to personal ambition in both written and verbal forms. (LO 8)
- The ability to underpin this outcome through an emerging use of relevant visual and academic references. (LO 1)
- The completion of set tasks, attendance at activities, field trips and industry events (LO 7)

Essential Reading list

1. Badger, J. (2014) *The Pleasures of Good Photographs*. New York: Aperture.
2. Wells, L. (2015) *Photography: a Critical Introduction (5th Ed)*, Routledge: London.
3. Ingledew, J. (2013) *Photography (2nd Ed)*. London: Lawrence King.
4. Jager, A. (2010) *Image Makers, Image Takers*. London: Thames and Hudson.
5. Thomas, G. (2003) *Beyond the Lens*. London: The Association of Photographers.
(also *Beyond the Lens lite (2019) abridged by Dunbar N, Wehman-Clarke P and Cunnick G*)

Magazines (an example of relevant independent and commercial publications):

Fantastic Man, The Gentlewoman, Port, Avaunt, McGuffin, 125 Magazine, Aperture, Hot-shoe, Interview Magazine, Oh Comely, Boat Mag, Monocle, Travel Almanac, Plant Journal, Lucky Peach, Anxy, Elephant, Butt, Foam, Kinfolk, FarRide, Victory Journal, Rouleur, Racquet.