



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

Learning Hours			
Staff – Student Contact Hours		Independent Study Hours	
Formal planned learning & teaching delivery (Hybrid)	20	Independent Study	40
Supervised access to resources on campus (Hybrid)	10	Preparation for Assessment	20
		Unsupervised Access to Resources (Hybrid)	60
<b>Total</b>			<b>150</b>

### 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 within 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) through online forums and webinars that talk about the process of commissioning and working within a creative team. You will be asked to complete a series of tasks that inform on current trends and practices culminating in a photographic project submitted online. This will be the start of your final year of enquiry and is a good opportunity to develop new skills or ideas that might influence the larger units of terms two and three.

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 Skillsets and Mind-sets 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

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*

*Portfolio*

*Presentation*

*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 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*)

A submission of images which are a direct response to a brief that constitutes a starting point in an online folio.

80%

An online presentation that summarises the decisions made in the creation of this folio.

A digital workbook that evaluates the content of the unit and summarises key

20%

decisions in the creation of the visual submission.

### 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. Rogers, F., Houghton, M. (2017) *Firecrackers: Female Photographers Now*. London: Thames & Hudson.
3. Klanten R (ed), (2015), *The Still Life: Products telling visual stories in Magazines and Advertising*, Berlin: Die Gestalten Verlag
4. Thomas G, 2003, "Beyond the Lens", The Association of Photographers, London (also *Beyond the Lens lite (2019) abridged by Dunbar N, Wehman-Clarke P and Cunnick G*)
5. WPO, 2017, "Sony World Photography Awards 2019", WPO, London

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