

UNIVERSITY FOR THE CREATIVE ARTS

PROGRAMME SPECIFICATION FOR:

MA FASHION PHOTOGRAPHY

PROGRAMME SPECIFICATION [ACADEMIC YEAR 2020/21]

This Programme Specification is designed for prospective students, current students, academic staff and potential employers. It provides a concise summary of the main features of the programme and the intended learning outcomes that a typical student might reasonably be expected to achieve and demonstrate if he/she takes full advantage of the learning opportunities that are provided. More detailed information on the teaching, learning and assessment methods, learning outcomes and content of each unit can be found in the Unit Descriptors.

Section A – Material Course Information

Validating Body	University for the Creative Arts ¹			
Teaching Body	University for the Creative Arts			
Final Award Title and Type	Master of Arts			
Course Title	Fashion Photography			
Course Location and Length	Campus: Rochester		Length: 1 year Full-time or 2 years Part-time	
Mode of Study	Full-time	✓	Part-time	✓
Period of Validation	2017/18 – 2021/22			
Name of Professional, Statutory or Regulatory Body	Not Applicable			
Type of Accreditation	Not Applicable			
Accreditation due for renewal	Not Applicable			
<p>Entry criteria and requirements²</p> <p>A good Honours degree or equivalent qualification in the subject or a related discipline and/or relevant work experience, demonstrating an ability to study at postgraduate level.</p> <p>Consideration will also be given to applicants who can make a strong case for admission in relation to a particular project and can demonstrate their potential to satisfactorily complete the course.</p> <p>Other relevant and equivalent UK, European and International qualifications will be considered.</p> <p>Applicants who have non-standard qualifications (or who wish work experience to be taken into account as part of their application) will be considered if they can demonstrate their ability to study at postgraduate level. Such applicants will be considered on an individual basis, in line with the general aims and principles of the Admissions Policy and within the terms of the Accreditation of Prior Learning policy (APEL).</p> <p>Applications from mature students are welcomed. Mature students may apply on the strength of a portfolio and previous experience (or APEL).</p> <p>Applications from students with disabilities are considered on the same criteria and principles as all other applicants. All students with a disability are encouraged to indicate this on their application form in order that advice can be offered on the facilities and services available. Prospective students with a disability will be encouraged to visit and discuss their requirements with the Disability Support Manager.</p> <p><u>Minimum English language requirements:</u></p> <ul style="list-style-type: none"> • For applicants whose first language is not English: Average IELTS score of 6.0 (or equivalent) with a minimum achievement of 5.5 for all components. 				

¹ Regulated by the Office for Students

² This should be the standard University Criteria unless otherwise approved by the Academic Board and include UCAS entry profile for undergraduate courses.

Overall methods of assessment ³	Written exams:	Practical exams:	Coursework:
Course	0.0%	0.0%	100%
Overall Learning & Teaching hours ⁴	Scheduled:	Independent:	Placement:
Course	15.6%	73.3%	11.1%
	280 hours	1320 hours	200 hours
General level of staff delivering the course ⁵	The University's current recruitment policy for Lecturers and Senior Lecturers states that they must have either an MA or equivalent professional practice in a relevant discipline or field. All lecturing staff are encouraged to work towards a teaching qualification or professional Recognition by the Higher Education Academy and this is a requirement for Senior Lecturers. Senior Lecturers are required to be professionally active or engaged in research in their discipline. All Lecturers and Senior Lecturers undertake scholarship in their disciplines. There are also Sessional Staff to link courses with professional practice and Technicians to provide technical support.		
Language of Study	English		
Subject/Qualification Benchmark Statement: QAA Master's Degree Characteristics Statement			
Framework for Higher Education Qualifications (FHEQ)			

The course structure				
The structure of all of the University's awards complies with the University's Common Credit Framework . The Common Credit Framework includes information about the:				
<ul style="list-style-type: none"> ▪ Rules for progression between the stages of a course; ▪ Consequences of failure for reassessment, compensation and exit awards; ▪ Calculation and classification of awards; 				
Unit codes and titles	Level	Credit value	Elective/ Core	Most popular student choice of optional elective units or elective options in core units?
Course				
RMFP7001 Contemporary Debates and Creative Enquiry	7	30	Core	N/A

³ As generated by the most popular unit descriptors and calculated for the overall course stage data.

⁴ As generated by the most popular unit descriptors and calculated for the overall course stage data.

⁵ Include general information about the experience or status of the staff involved in delivering the course, for example Professor, Course Leader, Senior Lecturer

RMFP7002 Innovating Practice	7	30	Core	N/A
RMFP7003 Project Development and Industry Placements	7	60	Elective	Yes
RMFP7005 Project Development	7	60	Elective	No
RMFP7004 Creative Resolution and Implementation	7	60	Core	N/A

Section B - Course Overview

The MA Fashion Photography course provides an exciting and ambitious route to establish students as leading practitioners in a field that bridges critical theory and innovative practices of photography and wider visual culture with the highly creative, but brutally commercial world of fashion. It promotes the development of a conceptually-led and critically informed photographic practice that focuses entirely on the specific context of fashion as part of wider culture. Fashion photography is the place where desire and subjectivity have gone in the face of photographic 'sleep-walking seriousness'. The MA course will provide opportunity for students to innovate in this niche and unique position, producing still and/or moving image. The course is conceptually led, and informed by current and cutting edge industry practice, it also provides students with the framework and facilities to develop their technical skills to an advanced level. After an initial period of innovating their practice, students will be guided by industry mentors throughout the course of their study. In the middle period of the course students have the option to undertake a work placement to critically inform their body of work, and to enhance their confidence, networking skills and career progression.

The course is situated within the photography department at UCA Rochester. It provides opportunities for cross-disciplinary practice and innovation, and enables its graduates to demonstrate intellectual and practical skills that make them employable and able to make a powerful contribution to culture, society and the world economy.

The course runs in parallel to the MA Photography at Rochester, it shares course content with it as well as unit structure. The course also links with the interdisciplinary community of PG courses at the Rochester campus, in particular with the MA Printed Textiles for Fashion & Interiors in addition to the MA Photography, providing the opportunity to share parts of the contextual studies programme and a PG identity and community, as well as to embark on collaborative projects for students on campus.

The course offers a full time or part-time mode of study and can be completed over 1 or 2 years enabling those in work to realistically undertake postgraduate study.

Section C - Course Aims

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| A1 | Enable students to emerge as sought-after creative, independent and confident fashion image-makers who develop advanced, innovative ideas through critical engagement with culture, technology and creative industries |
| A2 | Support the acquisition of advanced skills in the development of concepts and an innovative visual language aligned to advanced technical and core photographic skills |
| A3 | Develop professional fashion photographers with an advanced in-depth knowledge and critical understanding of fashion photography and its cultural and commercial context |

A4	Provide a flexible but structured framework to enable academic, professional, and interdisciplinary creative experiences that assist students to navigate their creative journeys towards sustainable professional careers in the fashion industry
A5	Enable postgraduate students to further develop their ambition and passion for fashion photography and assist them to make a significant contribution to visual culture in their future career
A6	Develop and or/recalibrate academic and professional skills including research, analysis, synthesis, conceptual thinking, risk taking, problem solving, critical reflection, communication, teamworking, networking and independent learning
A7	Assist and encourage the critical investigation of the history, theory and ethics of fashion photography and visual and material culture and its relevance for informing each individual students' practice.

Section D - Course Outcomes

Upon successful completion of the course students are able to:

Knowledge

Demonstrate an advanced knowledge and critical understanding of contemporary fashion photography practice and its audiences in order to initiate and implement an individual or collaborative, innovative and self-directed body of work using research methods, materials, techniques and processes appropriate to high-end fashion photography contexts.

Demonstrate an ability to communicate complex creative concepts and proposals effectively in spoken, written and visual forms. This includes the development of innovative technical skills in still and/or moving image appropriate to the production values and methods of the fashion photography industry.

Identify the potential for work to be situated within specific fashion photography contexts and develop appropriate skills and strategies for their own projects.

Understanding

Analyse and interrogate subjects, contexts, phenomena and ideas with rigorous intellectual and critical skills in evaluation and synthesis in order to generate advanced innovative concepts in fashion photography

Embrace experimentation, risk taking, creativity and problem solving as part of their creative methodologies in support of MA projects.

Understand and build upon relationships between photography, fashion, material and visual culture as well as other disciplines to develop an innovative approach to fashion photography

Demonstrate a reflective and evaluative approach to work, to act independently and decisively in identifying, implementing and sustaining individual research, practice and professional practice at an advanced level.

Application

Exercise initiative and personal responsibility ambitiously and promote self and group rigorously.

Formulate and present logical arguments and visual strategies that inform advanced creative and strategic communication to a diverse range of audiences in fashion

Independently select, employ and exploit the creative synthesis of technical equipment, core photographic skills, production processes and post-production

Demonstrate self-direction and originality in tackling and solving problems, and act autonomously in planning and implementing tasks at a professional level

Demonstrate sound judgements in dealing with complex issues both systematically and creatively.

Independent learning ability required for continued professional development.

Section E - Learning, Teaching and Assessment

Learning and Teaching Strategy

The MA Fashion Photography course is project-based and is supported by an interdisciplinary lecture and seminar program, which includes the teaching of postgraduate research methods. In addition, it features fashion and photography specific seminars, tutorials, study-visits, critical reviews, work in progress presentations and specialist practical workshops and technical support sessions.

At postgraduate level, the student is expected to identify, develop and manage their own MA project and further develop the skills needed for autonomy of research, practice and professional practice. Through a proactive relationship with their tutors, students will lead their project work and be supported by staff, visiting professionals and guest-lecturers through consultative and advisory tutorial guidance.

The ability of students to carry out independent research and to manage and appraise the development of their project is a defining attribute of the course. The progressive move from staff-directed to autonomous learning is an integral part of postgraduate study, thus teaching and learning practices encourage students to develop the abilities of student-led or independent learning as thoroughly as possible.

On-line teaching and learning support is provided principally through myUCA (VLE). It provides one line of communication between course staff and students providing timetable information, tutorial times and announcements. It also provides a data-base for students containing course documentation, and links to web-based resources. In addition, the online tutorial log is used between staff and students to support students in their development and this is particularly useful for students following the part-time mode, as well as those who may be working off-site for any period of time.

PDP (personal/professional development planning) is an intrinsic element of the approach to student learning on this course. Through each of three phases of the MA course students have the opportunity to engage in activities that will assist them in identifying their skills and knowledge, reflecting on their achievement and relating this to their career aspirations. Key elements of this are the development of the Research Presentation (Contemporary Debates and Creative Enquiry) in terms of goal setting, the ongoing use of the Research Journal (Innovating Practice, Project Development and Industry Placements or Project Development and Creative Resolution and Implementation) as a vehicle for critical reflection and the final stage concern with resolving the

body of work and starting to implement a career strategy based on acquired skills and an innovated practice.

Assessment Strategy

Assessment has a key role to play as part of a series of strategies that support critical, reflective and professional practice. Assessment points provide clear stages of major review, reference for students and opportunities for guidance on both the quality of work in relation to masters level benchmarks and specific insights into the specific considerations of individual projects. In each unit, students undertake formative assessment that could take the form of an oral presentation, a group-critique or a form of peer-assessment to both familiarise them with the assessment criteria and to evaluate their individual performance and progress in both general and specific terms.

Final unit assessments ensure that those passing the individual units and achieving the final masters award have achieved standards commensurate with the nationally defined expectations for academic awards at this level.

The assessment strategy for this MA Fashion Photography course is concerned with the student's development in three areas: understanding of bodies of knowledge and practices, the application of a range of advanced skills in the deployment of this understanding and a sustainable approach to their professional practice and career development. The bodies of knowledge can be categorised briefly as follows; contexts and concepts (critical, historical, cultural and professional/industry), methodology (research methods and processes) and technical. The applied skills that need to be demonstrated by the student are analysis and interpretation, creativity and innovation, technique, communication, independence and self-direction as well as teamwork and networking.

The relationship between learning outcomes and assessment criteria at each phase of the course ensures a focus on method and process as appropriate to the overall course learning outcomes. Each unit has stated integrated outcomes combining both knowledge and the deployment of skills. The assessment criteria for each unit are always set out in accordance with the structure outlined in the unit descriptors.

The course uses feedback indicator sheets to clarify and guide the deliberations of assessors and to enable this evaluation process to be accessible to students. Wherever possible, the course provides individual feedback sessions for the students as an additional learning tool to make the assessment process inclusive, constructive, emphasising strategies for further personal development.

The assessment strategy for group projects is as a collective piece of work, wherever appropriate and possible.

Section F - Enhancing the Quality of Learning and Teaching

The course is subject to the University's rigorous quality assurance procedures, which involve subject specialist and internal peer review of the course at periodic intervals, normally of 5 years. This process ensures that the course engages with the applicable national Subject Benchmarks and references the Framework for Higher Education Qualifications.

All courses are monitored on an annual basis where consideration is given to:

- External Examiner's Reports
- Key statistics including data on retention and achievement
- Results of the Student Satisfaction Surveys

- Feedback from Student Course Representative