

UNIVERSITY FOR THE CREATIVE ARTS

PROGRAMME SPECIFICATION FOR:

**BA (HONS) 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 <sup>1</sup>		
Teaching Body	University for the Creative Arts		
Final Award Title and Type	BA (Hons)		
Course Title	Fashion Photography		
Course Location and Length	Campus: Rochester	Length: Full-time - 3 years	
Mode of Study	Full-time	<input checked="" type="checkbox"/>	Part-time
Period of Validation	2015/16 to 2020/21		
Name of Professional, Statutory or Regulatory Body	Not Applicable		
Type of Accreditation	Not Applicable		
Accreditation due for renewal	Not Applicable		
Entry criteria and requirements <sup>2</sup>			
<p>As the UK's highest-ranking creative arts university, we want to attract the best and most creative minds in the country – so we take a balanced approach to candidate assessment, taking both individual portfolios and exam results into account.</p> <p><b>That's why your portfolio is an especially important part of your application to study with us – and we can help.</b> Our academics can offer you expert advice on how to showcase your creative work and build a portfolio that will make your application stand out.</p> <p>More advice on how to create an exceptional portfolio is also available <a href="#">here</a>, along with specific portfolio requirements for this course.</p> <p>Along with your portfolio, the standard entry requirements** for this course are:</p> <ul style="list-style-type: none"> <li>• 112 UCAS tariff points from accepted qualifications*, or</li> <li>• Pass at Foundation Diploma in Art &amp; Design (Level 3 or 4), or</li> <li>• Distinction, Merit, Merit at BTEC Extended Diploma, or</li> <li>• Merit at UAL Extended Diploma, or</li> <li>• 112 UCAS tariff points from an accredited Access to Higher Education Diploma in appropriate subject</li> </ul> <p>And four GCSE passes at grade A*-C and/or grade 4-9 including English (or Functional Skills English/Key Skills Communication Level 2).</p> <p>Other relevant and equivalent level 3 UK and international qualifications are considered on an individual basis, and we encourage students from diverse educational backgrounds apply.</p> <p>If your first language is not English, you will need an IELTS score of 6.0 or equivalent. If you require a</p>			

<sup>1</sup> Regulated by the Office for Students

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

visa to study in the UK, you will also need a minimum score of 5.5 in each individual component.

*\*To see the accepted QCF qualifications, visit: <http://uca.ac.uk/study/accepted-qualifications/>*

*\*\* We occasionally make offers which are lower than the standard entry criteria, to students who have faced difficulties that have affected their performance and who were expected to achieve higher results. In these cases, a strong portfolio is especially helpful.*

Overall methods of assessment <sup>3</sup>	Written exams:	Practical exams:	Coursework:
Stage 1	0.0%	0.0%	100.0%
Stage 2	0.0%	0.0%	100.0%
Stage 3	0.0%	0.0%	100.0%
Overall Learning & Teaching hours <sup>4</sup>	Scheduled:	Independent:	Placement:
Stage 1	38.2%	61.8%	0.0%
Stage 2	458 hours	742 hours	0 hours
	31.7%	68.3%	0.0%
Stage 3	380 hours	820 hours	0 hours
	25.8%	74.2%	0.0%
	310 hours	890 hours	0 hours
General level of staff delivering the course <sup>5</sup>	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: Art and Design			
Framework for Higher Education Qualifications (FHEQ)			

### The course structure

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

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

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

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:

- 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?
<b>Year/Stage 1</b>				
RFPH4001 - Environment	4	30	Core	
RFPH4002 - Styling Identity	4	30	Core	
RFPH4003 - Image Making	4	40	Core	
RFPH4004 - Individual Project	4	20	Core	
<b>Year/Stage 2</b>				
RFPH5005 Photo-Object	5	20	Core	
RFPH5001 - Fashion Film	5	40	Core	
RFPH5006 - Storytelling	5	30	Core	
RFPH5007 - Exposure: Positioning Practice	5	30	Core	
XXXX5060 Study Abroad Exchange	5	60	Elective	No
<b>Year/Stage 3</b>				
RFPH6001 - Major Project	6	60	Core	
RFPH6004 - Independent Research	6	30	Core	
RFPH6005 - Exposure	6	30	Core	

### Section B - Course Overview

- The course encourages you to learn, to think, to see, to create and to play.
- We aim to ignite your passion for photography to develop your inspiration, experience and dedication to a rich and varied discipline in order to establish a sustainable photographic practice in the creative industries.
- This course offers you the unique opportunity to study Fashion Photography in the UCA Rochester photography department alongside other photography students. You will be part of a friendly, resourceful community with a prestigious global reputation, and you will collaborate with fellow students from the School of Fashion to broaden your wider industry knowledge, as well as with students of other disciplines, if desired.
- We aim to enable you to develop inspiring fashion photography that is pure inspirational narrative and fantastical story telling and to bring this approach to the commercially intense, relentless and ubiquitous mass-marketing mirror that fashion imagery holds up to the consumer. The genre can blur the boundaries of art and sculpture. It envelops portraiture,

mimicking and satirizing the secular canons of celebrity. It can speak of the mundane and domestic whilst engaging with the epic and fantastic.

- The course is exploring the profusion of fashion imagery across digital media and the long-felt impact of fashion magazines, which is becoming less and less pronounced.
- Fashion shoots are collaborative offers generated with a range of interrelated art directors, creative artists, set builders, hair & makeup and fashion stylists. You are therefore guided to develop an effective and reflective approach to teamwork and project management.

We encourage work experience and engagement with external partners, with opportunities to respond to 'live' commissions, participate in collaborative projects and develop your own professional practice.

- We showcase student work in regular departmental publications, including through graduate shows in London and Rochester, as well as international exhibitions, for example at the *Photokina*.
- You will learn to speak in images and to express yourself in a community, in a supportive atmosphere where experiential learning is driven by concept and intuition. We encourage humour, experimentation, and social engagement.
- You will learn to develop solutions to creative challenges within networks, team works and individual works. We work inclusively and collaboratively and prepare you for life long learning.
- The fusion of skills you will have developed by the time you graduate is something that is highly sought-after and will give you a distinct advantage over graduates from other courses. Whether you choose to pursue editorial, advertising, fine art, or any other path within fashion photography, your exploration into the critical and analytical approaches to imagery will place you in a perfect position to enter the industry as a professional and creative image-maker. You will be articulate, confident, aware of contexts, have an excellent specialist skill base, and apply your professionalism through intensity of practice.
- Employment amongst graduates for the course is high quantitatively and qualitatively. Graduates regularly win competitions, commendations, features of their project in national and international photography publications, and are invited to exhibit internationally. Our alumni are successfully established in commanding positions in the creative industries. We harness our links with the course alumni to the benefit of our students and graduates, providing opportunities for work experience, mentoring and employment.
- Throughout the course, you will produce fresh, highly creative, provocative and exciting work that critically engages with audiences, asks questions and comments on the surrounding world. We encourage you to be ambitious and brave, experiment, take risks, and utilise your own individuality and flair to become a specialist in creating unprecedented visual work.
- You will be taught by lecturers with vast experience in fashion photography, photography and art, and our network of local, national and international partners.
- Your studies will be supported by our strong industry links and diverse range of facilities, which includes two photographic studios, digital workshop suites, film processing equipment, colour and black and white darkrooms, and much more.
- You will also have the opportunity to enjoy inspiring high-profile guest lectures, workshops, work experience units and portfolio reviews with figures from the photographic industry, be they photographers, artists, curators, image editors, photographer's agents, publishers or critics.

- The course has easy access to London and mainland Europe, providing significant opportunities for learning and development, both culturally and professionally, to our students
- The course supports the development of transferable skills including: research skills, critical reflection, ethical judgement, cultural knowledge, communication skills, teamwork and project management.
- Technical and core photographic skills are developed with an element of choice – from traditional to innovative, still to moving, analogue to high-end digital, as an individual and within a networked community.
- You have access to the Gateway services, comprising a comprehensive library, learning support to help in areas such as dyslexia and study skills, as well as counselling.

### Section C - Course Aims

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|-----|---|
| A1  | Enable students to graduate as independent fashion image-makers who develop new ideas through critical engagement with culture, technology and creative industries'   |
| A2  | Provide academic, professional and creative experiences that assist students to navigate their creative journeys towards sustainable professional careers or post-graduate studies                                |
| A3  | Engage students in a rich, varied, challenging, experimental and intellectual study of fashion photography  |
| A4  | Encourage ambition and assist fashion photography students to make a significant contribution to visual culture   |
| A5  | Develop a broad range of academic and professional skills including research, analysis, synthesis, conceptual thinking, risk taking, problem solving, critical reflection, communication and independent learning |
| A6  | Assist and encourage a critical investigation of the history, theory and ethics of fashion photography and fashion specific as well as wider visual culture.  |
| A7  | Support the acquisition of refined visual language aligned to advanced technical and core photographic skills   |
| A8  | Explore evolving and emerging areas of photographic practice and apply it the context of fashion  |
| A9  | Provide exciting academic experiences and constructive feedback that enhances the abilities and skills of students  |
| A10 | Develop professional fashion photographers with an in-depth knowledge and critical understanding of fashion photography and its wider creative practices.   |

### Section D - Course Outcomes

Upon successful completion of the course students are able to:

- LO1 Demonstrate an advanced knowledge and critical understanding of contemporary photographic

practice and its audiences in fashion contexts

LO2 Draw upon a cultural knowledge developed through critical enquiry to inform creative practice.

LO3 Understand and successfully exploit the opportunities presented by the contexts and demands of photographic practice in fashion contexts

#### Understanding

LO4 Analyse and interrogate contexts, phenomena and ideas with rigorous intellectual and critical skills in order to generate innovative concepts.

LO5 Rigorously research subjects, ideas and phenomena and synthesise information in order to develop arguments

LO6 Employ an advanced ability to understand and devise visual language

LO7 Embrace experimentation, risk taking, creativity and problem solving as part of their creative methodologies in support of individual and group projects.

LO8 Synthesise theory, context, critical enquiry, analysis, aesthetic judgement and reflection in their and others photographic practice in fashion contexts

#### Application

LO9 Successfully select, employ and exploit the creative synthesis of technical equipment, core photographic skills, production processes and post-production

LO10 Pursue career aims and plan for employment in the creative industries

LO11 Learn independently using critical skills.

LO12 Formulate and present logical arguments and visual strategies that inform strategic communication to a diverse range of audiences in fashion contexts

LO13 Ambitiously take initiative, manage one-self; and promote self and group rigorously.

### **Section E - Learning, Teaching and Assessment**

#### Learning and Teaching Strategy (of the course)

The course team are committed to developing a supportive creative academic community with relevant and effective teaching and learning strategies. They focus on delivering academic experiences that promote knowledge, understanding and practice of the discipline, as well as the acquisition of transferable skills.

The teaching and learning methods adopted by the course range from unit briefing, lecture, seminar, group and individual tutorial, practical classes and workshops, supervised time in workshops, demonstration, field trip, external visits, formative, summative and diagnostic assessment, guided and independent study individually and in groups, learning journals, project work individually and in groups, the use of a Virtual Learning Environment (VLE -myUCA) and other online environments. These are delivered in a variety of modes including structured events, online, guided learning and independent learning experiences. Communication with you is undertaken in guided learning sessions or online, and through the VLE. Technical tutors and academics deliver

core photographic and technical skills in workshops that enable you to establish a broad base of learning as well as to specialise to an advanced level. All tutors have weekly open office hours to see you outside of timetabled contact time. You will have an assigned tutor, which is either your year tutor or an individually assigned personal tutor, to support you in your studies and with pastoral issues.

Your professional and personal development is supported through guided and self initiated activities. The academic programme contains set as well as independent projects, working towards a brief with an external agency or client, work experience, developing ideation and execution of events as well as your own projects and practice towards specific audiences, devising self promotion and marketing strategies and materials, and group projects. These provide opportunities for first hand experiences of professional and collaborative working environments. To capture and reflect on professional and personal development you maintain your learning journals normally in the form of a workbook, digital file or on-line blog. Personal Development Planning (PDP) is integrated holistically into all units. As the course progresses professional and personal development is increasingly embedded in creative project work. The course team also aim to promote good self-management and collaborative, professional behaviour within a creative community of learning, and with external contacts and learning experiences.

The delivery of the course is carefully planned to maximise the use of available resources. You are advised of the timetable in advance and the staff team aim to keep changes to a minimum. The integration of theory and practice is one of the strengths of the course and learning across the course is carefully structured to develop a broad base of interrelated experiences, whilst providing you with space for experimentation as well as choice in your use of technologies, media and subject matter.

The course aims to maintain international perspectives on expanded photographic practice within the curriculum. At Level 5 you have the opportunity to study abroad at a fantastic range of locations and institutions around the world. The staff team bring a wide range of influences and ideas to the delivery of the course.

Employment and your external exposure and engagement are distinctive strengths of the course. Staff teaching on the course have a wide range of experience that spans across different areas of the discipline and beyond. In many units you will be actively engaged with aspects of professional practice, be that through field and studio visits, visiting lectures, working to an external brief or commission, or by undertaking work experience. Visiting tutors, professional clients and consultants all enrich the diversity of your experience, whilst also enhancing the course's professional networks.

In order to progress with your studies you need to participate actively in your learning experiences, and you are expected to take responsibility for achieving your potential through engaging fully with those experiences and with the course requirements communicated through programme specification, unit outlines, unit handbooks, assignment briefs, timetables, other written communication and verbally in session with tutors. An important measure of your engagement is your attendance record.

#### Assessment Strategy (of the course)

The assessment strategy aims to support the importance of continuous engagement with learning through practice, listening to others and critical reflection and thinking.

The assessment process includes formative feedback that is developmental, and summative assessment that provides a benchmark against which to judge progress and levels of achievement. Peer assessment is also included in the scheme to encourage the use of assessment as an important learning opportunity. You will receive and/or be able to discuss summative feedback in at least two, most often three forms: Critique or immediate verbal feedback to a presentation, written feedback and individual feedback tutorials. From 2014/15 all summative feedback is filed on myUCA, so you can easily access all your written feedback on the course in one place. Group critiques, group and

individual tutorials as well as workshops provide you with valuable on-going formative feedback.

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

As outlined in the teaching and learning strategy professional skills and those pertaining to employment are holistically integrated in the course units and in aims, learning outcomes and assessment criteria. Employability is more central to the units Exposure: Positioning Practice (Year 2) and Exposure (Year 3), where student placements and working for a client or external organisations feature as major aspects of assessment.

### **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 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 Representatives