



Unit Title	The Industry
FHEQ Level	Four
Unit Code	DGP21102
Credit Value	15 Credits
Unit Type	Subject

Learning Hours			
Staff – Student Contact Hours		Independent Study Hours	
Classes	30	Independent Study	45
Supervised access to resources	15	Preparation for Assessment	10
		Unsupervised Access to Resources	50
Total			150

Unit Description

This unit 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. There will be some emphasis on the study options of the course and this focus will assist in making choices about the most suitable direction of study at levels five and six.

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 visits to galleries and exhibitions, workshops and masterclasses to develop a course ethos, a sense of belonging and an understanding of the rationale of the course.

This unit is similar to the starting units in each study option at level five and six to set an agenda for each year and will develop your awareness of personal and professional development incrementally.

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 combine and evolve.
3. Integrate / Where education engages industry.
4. Advocate / Where purpose meets practice.
5. Originate / Where enquiry informs creativity.

Unit Indicative Content

- Contemporary definitions of the photographic industry.
- Debates surrounding ethnicity, gender and representation generally within commercial photography and specifically within pathway options.
- 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 CULTIVATE

- **Technical Competence**
- **Subject Knowledge**
- **Resilience**

Demonstrate capacity for developing discipline specific knowledge and technical competencies, supporting academic & practical self-efficacy and emerging employability abilities.

LO4 ADVOCATE

- **Critical Reflection**
- **Professional Identity**

Demonstrate capacity for Critical Reflection, to consider and support personal and professional development.

Demonstrate emerging working approach/attitude that identifies consideration of social and ethically responsible working methods and how this informs personal practice.

Learning and Teaching Methods

Lecture

Seminar

Tutorial

Guest Lectures

Industry led workshops offsite

Practical Classes and Workshops on campus and offsite

Fieldwork

External Visits

Independent Study

Directed Study

Hybrid approaches to study that might include online and pre-recorded materials as well as in-class sessions that concentrate on acquiring practical skills.

Assessment methods and tasks

Brief description of assessment methods

- Formative Assessment: You will be given the opportunity for formative feedback/feedforward. This will be given midway through the unit or at an appropriate time.
- Summative assessment: Is the completion of the main unit tasks – typically a finished outcome together with associated research and reflective elements and the completion of a digital workbook and accompanying treatments or presentations.
- Presentations to tutors and/or peers are usually within a small group environment where at least two tutors are present. This is an oral examination that would look at the content and the delivery of your presentation.
- An industry focussed report.
- In some cases, digital files will be required to assess technical skill.
- You will be notified of your grades within 3 weeks of the hand in date and feedback is usually via an audio file in which at least two tutors contribute to feedback and feedforward.

Assessment tasks	Weighting (%) (<i>one grade or multi-grade unit</i>)
<p>A series of photographs responding to a set brief or series of tasks.</p> <p>Participation in a curated exhibition or showcase that might be virtual or physical.</p> <p>The completion of a digital workbook which is reflective in nature and content</p>	100%

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. (LO1)**
- **The ability to underpin this outcome through an emerging use of relevant visual and academic references. (LO1)**
- **The completion of set tasks, attendance at activities, field trips and industry events (LO4)**

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