

Programme Title	BA (Hons) Digital Photography
Awarding Body	Ravensbourne University London
Teaching Institution	Ravensbourne University London
Final Award	Level 6 – BA(Hons) Digital Photography
Interim awards	Level 5 – Dip HE Level 4 – Cert HE
UCAS Code	W640
QAA Subject Benchmark	Art and Design (2016)
PRSB reference	N/A
Mode of study	Full Time Physical, Full Time Online option at level six
Date produced/amended	May 2020/ November 2020
Course Leader	Geraint Cunnick

Distinctiveness

This is a commercially orientated Photography course which focuses on developing your practical and creative skills to produce outcomes that are of relevance to the contemporary photographic industries.

In order to recognise the diversity of the industry the course offers distinct study options from level five that offers a more bespoke education and entry into the key areas of contemporary image making namely Sport, Fashion and Advertising Photography. These are the most vital and exciting aspects of the industry and great care and research has been put in place to make sure that these are the most relevant choices and directions for an up and coming image maker. Each study option ensures that you will have a bespoke education with appropriate technical, conceptual and industry input and draws upon Ravensbourne's key strengths in employability, industry collaboration, an award-winning Central London campus and innovative approaches to hybrid learning involving physical and online tuition.

As a student you will be able to gain some experience of all of these approaches at level four before making an informed decision as to which study option to progress at the start of level five and into level six. The course teaches a range of concept and practically driven units of study that are informed by professional skills acquisition and experience and you can be confident that your skill-base will meet industry expectation upon graduation.

The course has been recognised by both the Royal Photographic Society and the Association of Photographers as being of quality and distinction - they act as advocates for the course

curriculum as do major manufacturers who support and enhance the curriculum through employment opportunities and practitioner-led masterclasses.

The course's alumni network is strong and many graduates are now employed within the industry and act as advocates for the course and its aims.

Given that the course teaches commercial outcomes based on distinct study options combined with a strong digital workflow and clear professional standards it is set apart from its competition in London and the South East of England and indeed most of the UK. The quality of its alumni and industry endorsements add further distinction to this award.

The course is available to study as a full-time physical award but also there is flexibility at level six where this final year of study can be engaged with online. This is to facilitate students who wish to take an extended industry placement whilst also continuing to study. There is also the opportunity here for students to 'top up' or recommence study at level six having previously gained appropriate qualifications in the subject at levels four and five or entry through prior industry experience and achievement. This entry would be at the discretion of the Course Leader.

The Mindsets and Skillsets Manifesto: Five Principles

Ravensbourne developed its Mindsets and Skillsets Manifesto as part of an institution-wide Portfolio Review. This was the culmination of a significant process that included a broad literature review; various outputs from national and international conferences and institutional visits; a 'Futures in the Making Symposium' attended by academic faculty - featuring an industry panel and a second panel of high profile external academics; a '20 / 20 / 20 Visiting Lecture Programme'; and market analysis of existing courses and the university's academic framework. The final Manifesto also drew from the institution's Strategic Plan and the Director's post-2018 vision document.

The Mindsets and Skillsets Manifesto consists of Five Principles that creates the basis of a vision that informs a new academic framework, its new curriculum, and all course level learning outcomes. This Manifesto underpins the validation and revalidation documents presented here, and is briefly articulated in the following way:

1. Cultivate / where the individual thrives

- Holistic Education: beyond the discipline
- Life Skills: resilience, self-efficacy, multiple intelligence

Extending the norms of skills-acquisition and competency-based approaches Cultivate nurtures the creative individual beyond the academy, embracing the holistic notion of educating the whole person.

Critical life-skills are investigated and multiple intelligences explored through a model that supports professional and personal development to create and support resilient and inclusive individuals

prepared for work in the ever-changing creative industries and for living with wider societal and cultural flux in the 21st century.

2. Collaborate / where disciplines evolve

- Blurring Disciplines: petri dish for new thinking and practice
- Shape-Shifters: new practice demands new practitioners

The Collaborate model enables students with discipline-specific knowledge to apply their own creative thinking, design and media practices and methodologies and production techniques to interdisciplinary and transdisciplinary projects.

Interdisciplinary project models integrate subject knowledge and working methods from a range of disciplines to create synthesis of practice, whilst the transdisciplinary model creates new and extended disciplinary modes through the unity of intellectual and practice-based frameworks to reach beyond single disciplinary perspectives.

3. Integrate / where education engages industry

- Professional Modes: education mirrors industry
- Depth and Breadth: specialists and generalists

A model that integrates academic delivery with industry practice; enabling subject-specific, interdisciplinary student teams to replicate modes of working found within relevant professional models; the Production House in Film and TV, the Design Studio in communication and media design, the Fashion House in fashion and textiles, the Advertising Agency in advertising and promotion and the Architecture Practice in architecture and interiors.

Typically, the Integrated Team, with each member assigned a specific role, works to a phased delivery that may include the Discover, Define, Develop and Deliver stages of the Design Double Diamond. Integrate challenges traditional constraints in the teaching of the solo practitioner and embraces the notion of disciplinary discovery and practice through team working.

4. Advocate / where purpose meets practice

- Citizen Practitioners: tackling real-world problems
- Self to Selves: from the individual to the collective

Putting purpose first, Advocate recognises the responsibility for creative education to address the unprecedented environmental, social and economic challenges facing humankind; tomorrow's designers and media practitioners are increasingly aware of their responsibilities as global citizens to engage with complex ethical issues related to climate change, social justice, interdependence, wellbeing and biodiversity.

Advocate puts studio projects and commercial and charitable industry commissions at the centre of the educational experience enabling students' real-world opportunities to improve the communities in which they live and work and in turn begin to transform the wider world.

5. Originate / where creativity meets technology

- Mind-Sets + Skill-Sets: the dynamism of ideas + technology

- Applied Mastery: leveraging theory, practice and innovation

Sitting at the intersection of creativity and technology, Originate enables the merging of visionary mind-sets and skill-sets to provide provocative and challenging design and media approaches. The amalgamation of theory and practice, Originate embraces both integrated and agile design-thinking and design-doing practice and research methodologies to forge dynamic technologically-savvy and creativity-driven responses and solutions to given and self-directed industry-leading projects.

These principles inform the course Learning Outcomes and Assessment Criteria and can be seen as Learning Intentions overall. Each unit on the course will express its intentions by interpreting the principles in the most appropriate way.

Programme aims

You will be able to gain the appropriate knowledge and understanding, development of the necessary personal attributes and mastery of the essential skills to equip and prepare you to enter the creative industries and to furnish your continuing personal development. CULTIVATE

You will be able to facilitate a collaborative attitude to problem solving and a creative approach to trans-disciplinary practice employing convergent and divergent thinking to inform investigation and enquiry into tangible and resolved outcomes. COLLABORATE

You will be able to develop a broad range of industry-relevant skills, with particular emphasis on communication, social, ethical, technical and the entrepreneurial within a recognised model of industry practice. INTEGRATE

You will gain a deeper understanding of contemporary photographic practice with specific reference to community, society, gender and sexual equality and that a sense of responsibility as an image-maker can be furthered through personal development. ADVOCATE

You will be able to facilitate individual and collaborative outcomes within the subject areas of digital photography and the wider creative industries through a process of theoretical enquiry, practical application and innovative response. ORIGINATE

You will gain the ability to develop and apply analysis and reflection in relation to the historical, conceptual and ethical dimensions of the discourse surrounding digital photography and contemporary visual culture. NEW MINDSETS

Programme Learning Outcomes

The course provides opportunities for students to develop and demonstrate knowledge and understanding, qualities, skills and other attributes in the following areas.

On completion of the course students will be able to:

LO1 CULTIVATE

- Technical Competence
- Subject Knowledge
- Resilience

Level 4

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

Level 5

Evidence capacity for evolving discipline specific knowledge and technical competencies, supporting academic & practical self-efficacy and evolving employability skills.

Level 6

Evidence and contextualise capacity for utilising and synthesising discipline specific knowledge and technical competencies to support academic & practical self-efficacy and advancing employability proficiencies.

LO2 COLLABORATE

- Inter-disciplinary Working
- Coproduction

Level 4

Demonstrate capacity for developing engagement with interdisciplinary and trans-disciplinary practices. Demonstrate capacity to engage with cooperative interactions and partnerships/teamwork.

Level 5

Demonstrate capacity for employing approaches that utilise inter-disciplinary and trans-disciplinary working methods.

Demonstrate capacity to employ cooperative interactions and partnerships/teamwork to support professional development.

Level 6

Demonstrate ability to combine strategies that synthesise inter-disciplinary and trans-disciplinary working methods into personal practice.

Evidence aptitude to synthesise cooperative interactions and partnerships/teamwork in personal working methodologies.

LO3 INTEGRATE

- Communication & Presentation
- Networking
- Professional Practice

Level 4

Demonstrate emerging ability to develop communication and presentation strategies (including narrative & storytelling) in physical, written and oral forms.

Demonstrate emerging capacity to engage with industry interactions, and professional working practices to support practical and theoretical development.

Level 5

Demonstrate capacity for developing coherent and aligned communication and presentation approaches (including narrative & storytelling) in physical, written and oral forms.

Evidence evolving ability to combine academic development with industry interactions, practices and professional working models in order to develop disciplinary discovery and personal practice.

Level 6

Demonstrate effective competence to employ coherent and aligned communication and presentation strategies in physical, written and oral forms.

Evidence ability to effectively synthesise academic development with industry interactions, practices and professional working models in order to facilitate disciplinary discovery and personal professional practice.

LO4 ADVOCATE

- Critical Reflection
- Professional Identity

Level 4

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.

Level 5

Evidence ability to engage with Critical Reflection, to review, analyse and interpret personal and professional development.

Evidence developing working process that identifies consideration and interpretation of social and ethically responsible working methods and how this guides personal professional practice.

Level 6

Evidence ability to utilise Critical Reflection, to review, analyse, interpret and evaluate personal and professional development.

Identify a coherent working ethos that identifies consideration of social and ethically responsible working methods and how this aligns and supports personal professional practice.

LO5 ORIGINATE

- Research
- Experimentation
- Ideation

Level 4

Demonstrate capacity for emerging enquiry methods to support practical and theoretical development in physical, written and oral forms.

Demonstrate capacity to consider ideas, materials, tests and outcomes that may inform practical and theoretical development in physical, written and oral forms.

Level 5

Evidence capacity for considered and aligned enquiry processes to inform practical and theoretical development in physical, written and oral forms.

Evidence capacity to combine ideas, materials, tests and outcomes into solutions that inform and guide practical and theoretical development in physical, written and oral forms.

Level 6

Evidence capacity for rigorous enquiry processes that support and facilitate practical and theoretical development in physical, written and oral forms.

Evidence capacity to combine & synthesise ideas, materials, tests and outcomes into solutions to inform and support and enable practical and theoretical development in physical, written and oral forms.

Learning and Teaching methods	Assessment Strategy
<p>Level 04:</p> <p><i>Lecture</i></p> <p><i>Seminar</i></p> <p><i>Tutorial</i></p> <p><i>Guest Lecture</i></p> <p><i>Technical Demonstration</i></p> <p><i>Practical Classes and Workshops</i></p> <p><i>Supervised Time in Studio</i></p> <p><i>Fieldwork</i></p> <p><i>External Visits</i></p> <p><i>Independent Study</i></p> <p><i>Directed Study</i></p> <p><i>Hybrid Approach</i></p>	<p>For all levels of the programme:</p> <p><i>Oral Assessment – content and form</i></p> <p><i>Presentation</i></p> <p><i>Portfolio</i></p> <p><i>Digital Workbook</i></p> <p><i>Practical Assignment</i></p> <p><i>Classroom Test</i></p> <p><i>Reflective Written Document</i></p> <p><i>Industry Focussed Report</i></p> <p><i>Project Pre-Production Treatment</i></p> <p><i>Critique</i></p> <p><i>Personal Progress Review (PPR)</i></p> <p>Formative Assessment is used in all units of the programme as a means to</p>

<p>Level 05:</p> <p>Lecture</p> <p>Seminar</p> <p>Tutorial</p> <p>Guest Lectures</p> <p>Practical Classes and Workshops</p> <p>Supervised Time in Studio</p> <p>Independent study</p> <p>Directed Study</p> <p>Placement Opportunities</p> <p>Study Abroad Opportunities</p> <p>Hybrid Approach</p>		<p><i>assess your progress relating to unit briefs and an opportunity to offer feedback, feedforward and a diagnostic response. This is typically within a group or individual review held midway throughout each unit though for latter units in level six there are more formative assessment points.</i></p>
<p>Level 06</p> <p>Lecture</p> <p>Seminar</p> <p>Tutorial</p> <p>Guest Lecture</p> <p>Independent study</p> <p>Directed Study</p> <p>Technical Masterclass</p> <p>Industrial Live Project</p> <p>Placement Options</p> <p>Networking Events</p> <p>Portfolio Review</p> <p>Hybrid Approach</p> <p>Online Study</p>		<p>Summative Assessment is held in the latter stages of each unit and is the definitive assessment point where each assessment requirement is assessed by the unit leader and typically one other member of the course team though at level six there is at least two other staff members involved in moderation. Written or aural feedback and clear feedforward is given to you shortly after assessment and there are opportunities for tutorials if you need further classification before the start of the next unit.</p>

Unit Code	Unit Title	Credits
Level 4	Common to all Study	
C18101	Themes in Contemporary Culture	15
DGP21102	The Industry	15
DGP21103	Beginning of Craft	30
DGP21104	Specialist Workflows i	15
DGP21105	Specialist Workflows ii	15
DGP21106	Study Option mini-briefs	30
Level 5	Common to all Study	
C18201	Big Ideas and Philosophies/Dissertation Proposal	15
EDGP182	Cross Departmental Elective	15
CIE18200	Cross-Institutional Elective	15
	For Sport Study Option	
SDGP21201	This is Sport	15
SDGP21202	Touchline	15
SDGP21203	Reportage	15
SDGP21204	Sport and the Client	30
	For Fashion Study Option	
FDGP21201	This is Fashion	15
FDGP21202	Fashion Editorial	30
FDGP21203	Fashion Films	30
	For Advertising Study Option	
ADGP21201	This is Advertising	15
ADGP21202	Advertising and Persuasion	30
ADGP21203	Advertising and Narrative	30
Level 6	Common to all Study	
C18301	Dissertation	30
	For Sport Study Option	
SDGP21301	Live Brief Sport	15
SDGP21302	Personal Folio	45
SDGP21303	Agency Folio Review	30
	For Fashion Study Option	
FDGP21301	Fashion Client Branding	15
FDGP21302	Fashion Book	45
FDGP21303	Professional Folio Review	30
	For Advertising Study Option	
ADGP21301	Working with an Advertising Client	15
ADGP21302	Advertising Personal Project	45
ADGP21303	Advertising Client Folio Review	30
		360

Entry Requirements

Students will normally be expected to possess five GCSEs (grade C or above) or equivalent (including English) and also to hold at least one of the following or equivalent UK or international qualification:

- 2 A Levels (grades A-C) or 4 AS Levels (grades A-C)
- 2 vocational A Level (grades A-C)
- Level 3 Foundation Diploma or National Diploma
- Advanced Diploma (grades A-C)
- International Baccalaureate (28 points or above)

Where an applicant's first language is not English, proof of competence in English will be required. For undergraduate and postgraduate programmes, this will normally take the form of an approved English language test at B2 level in the Common European Framework of Reference. Any test for proficiency in English must have been achieved within 18 months preceding the date of entry. Individual programmes may have higher language requirements. Ravensbourne's international department will advise applicants on the language requirements for particular programmes.

Selection Criteria

Ravensbourne will use a number of methods to assess an applicant's suitability for their course of choice. Primarily applicants are selected on the basis of:

- an applicant's prior academic achievement/qualifications and/or previous employment/life experience;
- assessment of the applicant's ability and aptitude to succeed on the course for which they have applied.

Students will be selected according to the generic criteria set out below:

Personal attributes

- shows commitment, enthusiasm and interest in the subject area
- initiative and problem solving
- ability to communicate

Creative process

- can generate ideas and use external sources to develop them
- ability to research an idea and follow it through to a finished product

Study skills

- can understand and organise information clearly
- can investigate and analyse information
- shows reasoning and intellectual curiosity

Professional skills

- has shown they can initiate and deliver projects

- can work in a team and with people with different skills
- has shown confidence with IT

Career aspirations

- understands the relevance of the course to her/his career ambitions
- understands current debates within industry

Accreditation of Prior Learning

Applications are welcomed from those who may not possess formal entry qualifications, mature students, those with work experience or with qualifications other than those listed above. Such applicants should demonstrate sufficient aptitude and potential to complete the course successfully. Applicants will be assessed at interview in accordance with Ravensbourne's Accreditation of Prior Learning Policy and Procedure.

Student Support

<http://intranet.rave.ac.uk/display/SS/Student+Support>

Assessment Regulations

<http://intranet.rave.ac.uk/display/RA/Assessment+-+UG+and+PG>

Course Unit Mapping

For Sport Study Option

Course LOs	Level 4					Level 5				Level 6			
	The Industry	Beginning of Craft	Workforce 1	Workforce 02	Mini Briefs	This is Sport	To achieve	Reportage	Sport and the Client	Live Brief Sport	Personal Portfolio	Agency Review	
LO1	X				X		X	X	X	X	X		
LO2		X					X	X	X	X	X	X	
LO3		X	X	X	X		X	X	X	X	X	X	
LO4	X				X	X			X	X	X	X	
LO5		X	X	X	X	X	X	X	X	X	X		

For Fashion Study Option

Course LOs	Level 4					Level 5				Level 6			
	The Industry	Beginning of Craft	Workload 1	Workload 02	Mini Briefs	This is Fashion	Fashion Editorial	Fashion Films		Fashion Client Branding	Fashion Book	Folio Review	
LO1	X				X		X	X		X	X		
LO2		X					X	X		X	X	X	
LO3		X	X	X	X		X	X		X	X	X	
LO4	X				X	X	X			X	X	X	
LO5		X	X	X	X	X	X	X		X	X		

For Advertising Study Option

Course LOs	Level 4					Level 5				Level 6			
	The Industry	Beginning of Craft	Workload 1	Workload 02	Mini Briefs	This is Advertising	Advertising and Persuasion	Advertising Narratives		Advertising Client Brief	Advertising National Project	Advertising Portfolio	
LO1	X				X		X	X		X	X		
LO2		X					X	X		X	X	X	
LO3		X	X	X	X		X	X		X	X	X	
LO4	X				X	X		X		X	X	X	
LO5		X	X	X	X	X	X	X		X	X		

Description of the Course

The course is a three-year curriculum of study that offers you a bespoke learning experience within commercial photography. You will learn professional digital workflows and have experience of different forms of digital capture both in the studio and on location. The course is highly regarded in the photographic industry with many of its alumni now prominent photographers, commissioners, art-directors or employed in other aspects of the creative industries.

The course offers a common first year experience where you will be taught basic and intermediate skills, idea generation and professional workflow relevant to contemporary photography. You will get an experience of high-end digital capture, location shooting, working with a model and a creative team in the studio as well as bringing your core technical abilities as a photographer to an appropriate level. You will be taught how to think creatively and develop a simple concept into a final outcome as well as being able to apply a level of visual literacy to your work through appropriate commercial and academic references.

You will also get an opportunity to work on a mini brief for all three named study options on the course – Sport, Fashion and Advertising so that you can make an informed and supported choice about which option to pursue in years two and three of the course.

Each study option has a distinct flavour and direction as you progress into years two and three of study and you will be taught very specific skill-sets relating to your choice – these will include working on location and in a sporting venue, working in the studio for a fashion client and developing sophisticated branding images for an advertising brand. Each study option will expect you to focus your ambition in this genre of photography so that your final folio will reflect your career aspirations. You will be supported on the educational journey by the course team as well as invited guests and noted experts from each genre.

Your final year of study will allow you to develop a folio that will be critiqued by industry experts so that you have meaningful industry feedback as you enter the next phase of your career. The course draws on the strengths of its staff, its alumni and the reputation of Ravensbourne as an exciting and innovative educational centre to offer you the best possible opportunities in whatever option you choose

There is the option to complete level six online and at a distance to facilitate extended industry placements and to offer a more flexible entry into the profession.

Academic Framework – Course Diagram (for each study option)

	Term1	Term2	Term 3
Level 4 120 credits Sport Study Option	Induction <i>(Inc. contribution from Theory)</i>	Theory Unit – Themes in Contemporary Culture 15 credits	
	The Industry 15 credits	Specialist Workflows i 15 credits	Specialist Workflows ii 15 credits
	Beginning of Craft 30 credits	Study Option Mini Briefs 30 Credits	
Level 5 120 credits Sport Study Option	Theory Unit – Part 1 <i>Big Ideas and Philosophies (7.5 out of 15 credits)</i>		Theory Unit – Part 2 <i>Dissertation Proposal</i> (Remaining 7.5 out of 15 credits)
	Elective 1: <i>Cross Departmental</i> 15 credits	Elective 2: <i>Cross-Institutional</i> 15 credits	Sport and the Client 30 credits
	This is Sport 15 credits	Touchline 15 Credits	Reportage 15 credits
Level 6 120 credits Sport Study Option	Dissertation Unit 30 credits		
	Live Brief Sport 15 credits	Personal Folio 45 credits	Agency Folio Review 30 Credits

	Term1	Term2	Term 3
Level 4 120 credits Fashion Study Option	Induction <i>(Inc. contribution from Theory)</i>	Theory Unit – Themes in Contemporary Culture 15 credits	
	The Industry 15 credits	Specialist Workflows i 15 credits	Specialist Workflows ii 15 credits
	Beginning of Craft 30 credits	Study Option Mini Briefs 30 Credits	
Level 5 120 credits Fashion Study Option	Theory Unit – Part 1 <i>Big Ideas and Philosophies (7.5 out of 15 credits)</i>		Theory Unit – Part 2 <i>Dissertation Proposal (Remaining 7.5 out of 15 credits)</i>
	Elective 1: <i>Cross Departmental</i> 15 credits	Elective 2: <i>Cross-Institutional</i> 15 credits	Fashion Editorial 30 credits
	This is Fashion 15 credits	Fashion Films 30 credits	
Level 6 120 credits Fashion	Dissertation Unit 30 credits		
	Fashion Client Branding 15 credits	Fashion Book 45 credits	Professional Folio Review 30 Credits

Study Option			
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	Term1	Term2	Term 3
120 credits Advertising Study Option	Induction <i>(Inc. contribution from Theory)</i>	Theory Unit – Themes in Contemporary Culture 15 credits	
	The Industry 15 credits	Specialist Workflows i 15 credits	Specialist Workflows ii 15 credits
	Beginning of Craft 30 credits	Study Option Mini Briefs 30 Credits	
120 credits Advertising Study Option	Theory Unit – Part 1 <i>Big Ideas and Philosophies (7.5 out of 15 credits)</i>		Theory Unit – Part 2 <i>Dissertation Proposal</i> (Remaining 7.5 out of 15 credits)
	Elective 1: <i>Cross Departmental</i> 15 credits	Elective 2: <i>Cross-Institutional</i> 15 credits	Advertising and Narrative 30 credits

	This is Advertising 15 credits	Advertising and Persuasion 30 credits	
Level 6	Dissertation Unit 30 credits		
120 credits Advertising Study Option	Working with an Advertising Client 15 credits	Advertising Personal Project 45 credits	Advertising Client Folio Review 30 Credits

For each level six study option there is the ability to study 120 credits online. This is to facilitate greater opportunities for extended industrial placements and also offer the opportunity for students with prior educational or industrial experience to study the final year remotely choosing a distinct study option relevant to their career objectives and aspirations.

In this case the unit details remain the same but the method of delivery is online as opposed to being campus based.