



Unit Title	This is Sport
FHEQ Level	Five
Unit Code	SDGP21201
Credit Value	15
Unit Type	Subject

Learning Hours			
Staff – Student Contact Hours		Independent Study Hours	
Classes	20	Independent Study	47.5
Supervised access to resources	17.5	Preparation for Assessment	30
		Unsupervised Access to Resources	45
Total			150

Unit Description

This unit is designed to introduce sport photography as a defined study option within the course and as such acts as a definitive unit that explores in more depth aspects of this photographic genre chosen as a potential career direction.

The unit content is indicative of level five study generally where a greater sense of independent working will be expected and you will demonstrate a growing sense of a photographic voice that is focussed upon this approach to practice.

This unit is designed to discuss the business and commercial aspects of sport photography specifically relating to self-employment, self-promotion and a skill-set needed to run a successful practice. This will entail looking at how agencies and publications can offer a mixture of commissions and how these can be exploited for personal work as well as professional, published imagery. There will be some emphasis on working for online and print media as well as distinct distribution of images through a library network.

There is also an emphasis on the awareness of a client and an audience where guest speakers will help complete this as well as input from externals who have experience in supporting emerging photographers. The unit will also utilise support from its professional advocates such as The Association of Photographers and the Royal Photographic Society to engage appropriate speakers as well as industry support from manufacturers where specific lenses and peripherals relating to Sport photography can be introduced and discussed at an industry related event.

Drawing heavily on the Advocate and Originate principles this unit will ask you to engage with your chosen industry pathway in a practical way.

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

- An awareness of branding, self-promotion and physical/virtual portfolio within this chosen aspect of the industry.
- An identification of the roles of specific clients and commissioners in the sport and wellness industries.
- The need for professional social media activities as well as other online forums and approaches – this relating to industry best practice.
- A review of business literature relevant to a commercial practice.
- A clear set of guidance and support relating to developing a commercial practice as a self-employed photographer from various stakeholders and advocates – this being genre specific.
- A complete overview of best practice in relation to image-maker's rights, Intellectual Property and working within established genres of commercial image making.
- Further Industry support for the development of a personal identity through association with organisations and advocates.

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 their chosen pathway area of the industry relating to individual professional practice.

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

LO4 ADVOCATE

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

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.

LO5 ORIGINATE

- **Research**

- Experimentation
- Ideation

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.

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 and software/hardware integration as well as industry contact.

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 (%) (*one grade or multi-grade unit*)

Written Report (1500 words) and a visual response that discusses and evidences a more established knowledge of a pathway-related photographic industry relative to personal ambition.	100%
A verbal presentation (8 minutes) that summarises the contents of the above report illustrated with relevant materials.	

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 professional practice relevant to personal ambition in both written and verbal forms. (LO4)**
- **The ability to underpin this outcome through an intermediate use of relevant visual and academic references. (LO5)**
- **The completion of set-tasks, attendance at activities and guest led workshops as well as participation relating to a simulation of self-employment. (LO5)**

Essential Reading list

1. Jenkins T, (2012) *In the Moment: The Sports Photography of Tom Jenkins*, New York: Random House
2. Reuters inc. (2002) *The Art of Sport: The best of Reuters Sport Photography*, London: Reuters
3. O'Mahony M (2018) *Photography and Sport*, London: Reaktion Books
4. Piscopo, M. (2017) *The Photographer's Guide to Marketing and Self-Promotion*. London: Allworth Press.
5. Thomas, G. (2003) *Beyond the Lens*. London: The Association of Photographers.
(also *Beyond the Lens lite* (2019) abridged by Dunbar N, Wenham-Clarke P and Cunnick G)