Course Title	MA Digital Photography
Final Award	MA Digital Photography
Interim Awards	PG Diploma Digital Photography
	PG Certificate Digital Photography
Awarding Body	Ravensbourne University London
Teaching Institution	Ravensbourne University London
UCAS Code	W640
HECOS code (with Subject percentage Splits if applicable)	100063: Photography (80%)
	100367: Computing and IT (20%)
QAA Subject Benchmark	QAA Subject Benchmark Statements: Art and Design
External Accrediting Bodies	Association of Photographers
Apprenticeship Standard used to inform the development of the course (if applicable)	N/A
Accelerated Degree Option	N/A
Level 6 Top Up Option (online only)	N/A
Study Load	☒ Full-time ☒ Part-time
Mode of study	☒ Face-to-face ☐ Blended ☐ Online
Delivery Location(s)	☒ Ravensbourne University campus ☐ Online
Length(s) of Course(s)	3 Semesters FT/6 Semesters PT
Type (open/closed)	Open
Validation period	Five years
Intended First Cohort Start Date	September 2024
Date produced/amended	05/24
Course Leader	Geraint Cunnick
Course Development Team Members	Geraint Cunnick, Chris Frazer Smith, Ellen Nolan, Ellen Rogers, Tiana Lea
Course Administrative Contact	Charles Mullany

Course Description
This MA Digital Photography course explores contemporary and commercial photographic practice as a means for practical acquisition of skills as well as an academic subject area with a rigorous and expansive critical discourse. The course looks at image making as a modern platform for communication and sets the agenda for photography 'now' and 'next' in terms of its relationship to technology and the dissemination and distribution of the digital image. This is based on the strategy of Print, Screen and Experiential practice. It draws on relevant media platforms and formats to achieve this – integrating lens-based practices into contemporary aspects of the medium such as computational photography, artificial intelligence, machine learning and augmented reality.

The course benefits from the philosophy and strategy of the Ravensbourne undergraduate course in Digital Photography in terms of a reputation for innovation and industry partnerships whilst also developing a more independent approach to study and relationships to the industry and career choices. The course allows students to develop and enhance skills within as a series of modules that facilitate students to work within a commercial environment utilising acknowledged strategies and workflows thus creating resolved bodies of work that best showcase potential and ability.

The course structure is based around discreet briefs designed with industry participation that build into a final body of work taking advantage of the facilities at the university base as well as the industry profiles of the staff associated with the course. The relationship with photography and technology is also explored to create distinction and innovation in project work. The ability to place project work within career aspirations is also encouraged as students prepare to enter the creative industries or enhance an existing profile. The course encourages inter-disciplinary and collaborative working with other courses at Ravensbourne as common ground can be found within all aspects of the creative industries that rely heavily on photographic images, visual assets and collaboration.

The course will also explore and discuss the conceptual aspects of contemporary image making directly relating to the areas of practice accommodated by the course rationale and this is an area of the curriculum that can be used to underpin practice outcomes or can be developed into a final outcome of writing and critique allowing students to major in either a practical outcome or one that has a more significant written or research element. This project-based approach to developing a resolved body of work as well as the option to develop a more critical approach to this subject area under the rationale of technology, application and innovation makes this an exciting and innovative course of study.

Semester One will introduce a series of approaches and principles of image making alongside the appropriate research methods that will underpin your current or emerging practice. There will be an opportunity here to review your previous work and recontextualise it into a more appropriate framework as a starting point for future study and exploration.

This first semester will introduce camerawork, lens choices and an advanced professional workflow based on a range of software. There is also a diagnostic aspect of this first semester of study where personal skill sets can be reviewed and where necessary enhanced to an appropriate level.

Semester Two allows you to develop your practice and networking within a client-led environment as you define a more applied strategy to your practice – this together with a more in-depth approach to using appropriate workflows builds your knowledge and confidence as a contemporary practitioner. This semester will develop an understanding of camera systems and software as defined by industry partners and mentors that will include aspects of mobile photography, computational photography and access to university facilities such as the CEET lab.

You will be encouraged to network internally and externally with stakeholders from the university and the industry.

The final semester of the course will ask you to synthesise your knowledge and learning into a final project which is a resolved body of work and embodies your own career aspirations and position within contemporary image making. The flexibility of this final project and how it can be aligned to the industry is one of the key strengths of the course. You will be able to utilise the full photographic facilities of the university as well as shared resources such as the Creative Lab, The CEET lab, Proto-typing and Atelier. You will have full access to the university Kit Store where the camera systems, lighting and software discussed and taught in the first two semesters will be at your disposal.

The course is recognised by leading industry bodies such as The Association of Photographers (the leading UK professional sector body) to create currency within the industry as well as professional networks for students to develop their career choices and profiles. The AOP is an international organisation that offers practical as well as professional support to the course's students as well as advocacy within the industry for its curriculum and rationale. The course also works closely with industry partners such as Capture One Software to offer the most current and appropriate professional voice to the course and its students.

This course is available as full-time and part-time study options. The part-time option will be in accordance with the university's part-time study plan and is typically approx. twice the amount of time allocated to full-time study i.e. six semesters or 90 weeks.

The course is offered as an on-campus evening delivery which allows students to undertake work or professional practice during the day and study in the evening thus making this course of study particularly attractive to professionals. The university uses a Virtual Learning Environment (VLE) called Canvas to support learning though a rich array of learning materials as well as fostering a community of learning.

Course Aims
· The course will develop the ability to evaluate current research and practice to a standard required of future innovators in the Creative Industries
· The course will facilitate the acquisition of advanced research skills and strategies for independent investigation and the synthesis of information at a professional level
· The course will provide students with the practical and theoretical tools with which to engage critically with their practice.

· The course will offer the framework for students to produce a professional body of work for exhibition and/or publication, with the emphasis on the highest of production standards and innovation.

· The course will provide graduates that demonstrate the capacity to undertake significant roles in the Creative Industries regionally, nationally, and internationally.

Course 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 MA Digital Photography students will be able to:

Explore	LO1 Critically appraise, analyse, and synthesise a range of appropriate materials and methodologies to gain an advanced understanding of knowledge and specialist theoretical, technical, and professional approaches to contemporary image making.
Create	LO2 Demonstrate a mastery in combining strategies and methodologies to synthesise inter-disciplinary and trans-disciplinary working methods into personal practice.
Influence	LO3 Demonstrate an advanced ethos that identifies consideration of social and ethically responsible working methods and how this aligns and supports personal professional practice and innovation.
Integrate	LO4 Present a professional level of competency in considered and aligned enquiry drawing on industry standards, protocols, socio-political and sustainable practices to inform practical and theoretical developments in the planning and completion of a resolved body of work.

Where a student does not complete the full course, they will have had the opportunity to develop and demonstrate knowledge and understanding, qualities, skills and other attributes in the following areas.

On completion of the PGDip Digital Photography students will be able to:

Explore	LO1 Critically appraise, analyse, and synthesise a range of materials and methodologies to gain an understanding of Post Graduate research and its application into a project proposal.
Create	LO2 Demonstrate an ability to combine professional methodologies to synthesise inter-disciplinary and trans-disciplinary working methods into personal practice.
Influence	LO3 Demonstrate an ethos that identifies consideration of social and ethically responsible working methods and how this aligns to contemporary industry practices.
Integrate	LO4 Present competence in considered and aligned enquiry drawing on industry standards, protocols, socio-political and sustainable practices to inform practical and theoretical project proposals.

Where a student does not complete the full course but exits with a Certificate in Post-Graduate Education, they will have had the opportunity to develop and demonstrate knowledge and understanding, qualities, skills and other attributes in the following areas.

On completion of the PGCert Digital Photography students will be able to:

Explore	LO1 Some evidence of ability to appraise a range of appropriate materials and methodologies at a post-graduate level.
Create	LO2 Demonstrate some ability to combine strategies and methodologies to synthesise inter-disciplinary and trans-disciplinary working methods into a project proposal or career direction.
Influence	LO3 Demonstrate an approach that identifies a consideration of social and ethically responsible working methods and how this would align and support a project proposal or career direction.
Integrate	LO4 Present some competence in considered and aligned enquiry to inform practical and theoretical developments in the planning of a resolved body of work at a higher level.

Ravensbourne University Assessment Criteria	
Explore	Research and Analysis Subject Knowledge Critical Thinking and Reflection Problem Solving
Create	Ideation Experimentation Technical Competence Communication and Presentation
Influence	Social Impact Ethical Impact Environmental Impact
Integrate	Collaboration Entrepreneurship and Enterprise Professional Development

Core Competencies
Each module learning outcome should be aligned to at least one competency.

Competency	Definition	Aligned Assessment Criteria
Cognitive	The ability to acquire, retain and use knowledge, recognise, pose and solve problems. Attributes may include: • Evaluate their own beliefs, biases and assumptions • Evaluate strengths, weaknesses, and fallacies of logic in arguments and information • Apply lesson from the past or learned knowledge and skills to new and varied situations • Perform basic computations or approach practical problems by choosing appropriately from a variety of mathematical techniques • Devise and defend a logical hypothesis to explain observed phenomenon • Recognize a problem and devise and implement a plan of action	**Explore, Create, Integrate, Influence**

Creative	The ability to generate new ideas, express themselves creatively, innovate and/ or solve complex problems in an original way.	Create
Professional	The ability to understand and effectively meet the expectations of industry partners, through outputs and behaviours.	**Integrate, Influence**
Emotional, Social and Physical	Emotional -The intrapersonal ability to identify, assess, and regulate one's own emotions and moods; to discriminate among them and to use this information to guide one's thinking and actions and where one has to make consequential decisions for oneself. Attributes may include: • Self-awareness & regulation (including metacognition) • Mindfulness • Cognitive flexibility • Emotional resilience • Motivation • Ethical decision- making Social - The interpersonal ability to identify & understand the underlying emotions of individuals and groups, enhancing communication efficacy, empathy and influence. Attributes may include: • Managing your audience • Coordinating with others • Negotiation • Creativity • People management • Leadership & entrepreneurship • Service orientation • Active listening • Coaching and mentoring Physical - The ability to perceive and optimise physiological activity and responses to influence emotion, solve problems or otherwise effect behaviour. Physical intelligence engages the body to train neuron pathways to help change an inappropriate response to an appropriate response. Attributes may include • Self-discipline & management • Attention • Reaction & response time	**Explore, Influence, Integrate**

	• Cognitive & muscle memory • Managing stress • Physical resilience	
Cultural	The capability to relate to and work effectively across cultures including intercultural engagement, cultural understanding and intercultural communication.	**Influence, Integrate**
Enterprise and Entrepreneurial	The generation and application of ideas within a practical setting. It combines creativity, idea generation and design thinking, with problem identification, problem solving, and innovation followed by practical action. This can, but does not exclusively, lead to venture creation (UK Quality Assurance Agency, Enterprise and Entrepreneurship Education 2018).	**Create, Influence, Integrate**
Digital	The confident adoption of applications, new devices, software and services and the ability to stay up to date with ICT as it evolves. The ability to deal with failures and problems of ICT and to design and implement solutions (Jisc Digital Capabilities Framework)	**Explore, Create, Integrate, Influence**
Ravensbourne Return	Engagement with inhouse activities including mentoring other students, volunteering, acting as a student rep or ambassador. Demonstrate a knowledge of current events and social issues Identify their personal convictions and explore options for putting these convictions into practice Engagement with the external community through (from) employment, volunteering, participation in a Professional Life or other programme-based project.	**Explore, Create, Influence, Integrate,**

Learning, Teaching and Assessment

Learning and Teaching methods	Assessment Strategy
Lecture Seminar Tutorial Guest Lecture Independent study Directed Study Technical Masterclass Industrial Live Project Placement Options Industry Residency Networking Events Portfolio Review Online Study	Oral Assessment Presentation Portfolio Digital Workbook Practical Assignment Classroom Test Reflective Written Document Industry Focussed Report Project Pre-Production Treatment Critique - group and industry-led Personal Progress Review (PPR) **Formative Assessment** is used in all modules of the course to assess progress relating to module briefs and an opportunity to offer feedback, feed-forward and a diagnostic

	response. This is typically within a group or individual review held midway throughout each module and where appropriate would also include industry input. **Summative Assessment** is held in the latter stages of each module and is the definitive assessment point where each assessment requirement is assessed by the module leader and at least two other staff members involved in moderation. Written or aural feedback and clear feedforward is given shortly after assessment and there are opportunities for tutorials if further clarification and support is needed.

Course Structure

Module Code	Module Title	Shared Module	Mandatory / Elective	Credits
Level 7				
MFD24701	Methodologies	With MFA	Mandatory	20
MFD24702	Reimagining your Practice	With MFA	Mandatory	40
MFD24703	Industry and Application	With MFA	Mandatory	40
MFD24704	Innovation	With MFA	Mandatory	20
MFD24705	FMP: Negotiated Project	With MFA	Mandatory	60
			Total	**180**

Learning Hours

Learning Hours (per 20 credit module excluding the Work Placement)			
Staff – Student Contact Hours		**Independent Study Hours**	
Formal Scheduled Teaching	36	Independent Study	164
Total			200

Course Regulations

Entry Requirements
First, Upper Second-Class and Lower-Second Class honours degree (or equivalent non-UK qualifications) in a relevant subject, or an equivalent professional qualification in a related subject area.
If applying directly from an undergraduate degree course without experience or professional practice, then the candidate must be able to demonstrate a good knowledge of the chosen subject area.
In order to be eligible for the course, the candidate will need to be a competent speaker and writer of English. This also applies to the European Union, or a country outside the EU. The candidate will need to provide an IELTS or equivalent English language qualification demonstrating 6.0 overall with minimum 5.5 or CEFR Level B2 in each component.
Accreditation of Prior Learning (if applicable)
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 and Student Transfer Plan.
Conditions for Progression
Students will be deemed to have passed a module if they achieve 50% for postgraduate students. Some modules, e.g. electives, use Pass/Fail grades and no marks are awarded. Pass/Fail grades are not used in the

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calculation of classifications for awards.

A student who has passed all assessments to date but has not yet reached the end of a level (or stage) will be permitted to proceed into the following term by the Interim Assessment Board.

Reassessment of Failed Elements

Failure or non-submission in any assessment will result in a Fail grade for the component and module.

A student shall be permitted three attempts at each assessment; one first sit and two resits.

Where a student successfully retrieves an assessment failure, the grade for the assessment will be capped at 50% (except where Extenuating Circumstances have been approved).

Conditions for the Granting of Awards

A student who completes an approved course of study, shall be awarded MA Digital Photography.

Those students who exit the Course without completing it may be entitled to exit with an award of either a:

1. Post Graduate Certificate in Digital Photography, provided they complete an approved course of modules and the learning outcomes for such award as set out in the Course Specification.

2. Post Graduate Diploma in Digital Photography, provided they complete an approved course of modules and the learning outcomes for such award as set out in the Course Specification.

Any derogation(s) from the Regulations required?

N/A

Student Support	https://www.ravensbourne.ac.uk/student-services
Assessment Regulations	https://www.ravensbourne.ac.uk/staff-and-student-policies

Course Learning Outcomes	CLO1	CLO2	CLO3	CLO4
Methodologies		X	X	
Reimagining your Practice	X	X		
Industry and Application	X	X	X	X
Innovation	X	X	X	
FMP: Negotiated Project	X	X	X	X

Course Diagram: Full Time

	Semester 1	Semester 2	Semester 03
180 Credits Level 07			
Year 01	Methodologies 20 credits	Industry and Application 40 credits	FMP: Negotiated Project 60 credits
	Reimagining your Practice 40 credits	Innovation 20 credits	

Course Diagram: Part Time

	Semester 1	Semester 2	Semester 03	Credits
180 Credits Level 07				
Year 01	Reimagining your Practice 40 credits	Methodologies 20 credits	Industry and Application 40 credits	100
Year 02	Innovation 20 credits	FMP: Negotiated Project 60 credits		80