

Programme Specification

Every taught course of study leading to a UAL award is required to have a Programme Specification. This summarises the course aims, learning outcomes, teaching, learning and assessment methods, and course structure. Programme Specifications are developed through course validation and are formally approved by UAL Validation Sub Committee (VSC). They are available to prospective students through the course web page, and must be reviewed on an annual basis to ensure currency of information (for example, following any modifications or local developments).

Awarding Body	University of the Arts London (UAL)
Professional, Statutory or Regulatory Body (PSRB)	N/A
Teaching Institution	London College of Communication
Final Award	Graduate Diploma Photography
Length of Course	30 Weeks / FT
UCAS code	
Date of production/revision	July 2017

Graduate Diploma Photography is an internationally recognised course that enables you to develop an understanding of your own contemporary position, while contributing to the contemporary practice and future vitality of the medium. In a rapidly changing industry that thrives on both print and digital media sources, photography plays an increasingly vital role in all aspects of our lives. LCC is at the heart of these changes and with its rich tradition of photography education and location in the heart of central London. Whether you are starting as a photographer looking to develop a commercial practice or you're transitioning careers into photography, it is the ideal place for you to pursue the development of your career in photography.

This one-year course in professional photography practice is underpinned by skilled-based methodologies as they relate to analogue and digital applications, as well as the professional framework needed to build a career within the industry, along with seminars in the history and criticism of photography to enhance your understanding of visual communication. This grounding assists in the development of technically competent, critical and creative communicators who are able to take a lead in beginning their own contemporary practice and exploring different visual approaches to their own work. You will be collaborating with students from all over the world, learning the diverse international markets that make up the photographic industry and networking with key industry contacts. The course is designed to enable you to launch your career in commercial photography with a broad foundation of technical and professional skills as well as help you build a personal identity for your practice.

You will be joining a growing community of distinctive photography and related media courses in the School of Media, notably BA (Hons) and MA Photography and BA (Hons) and MA Photojournalism and Documentary Photography. These courses are made up of staff, fellow students and guest speakers from a diverse range of creative disciplines and cultures. All the tutors on your course are actively involved in professional practice, scholarly investigation and media related areas. This has helped the course to develop and sustain strong relationships with industry and provide a valuable context to reflect the range of further study and vocational opportunities in creative fields.

Course Aims

The Graduate Diploma Photography aims to:

- To provide students with a serious interest in photography with an opportunity to gain professional skills and a qualification at graduate level.
- To explore, focus and strengthen individual creative identity by developing and enhancing appropriate imaginative and professional skills in parallel with aesthetic judgment.
- To equip students with a range of technical and production skills suitable to allow them to embark on a career as a contemporary professional photographic practitioner.
- To contextualise each student's practice within a deeper understanding of global commercial photographic practice through research, international student input and generating awareness of cultural differences.
- To assist students in creating a body of work contextualised through appropriate personal and professional development to support application for postgraduate study in the subject area and/or entry into employment or obtaining commissions in the photographic industry in major cities around the world.
- To provide students with the appropriate frameworks and research methodologies to enable them to undertake independent learning and decision making in complex and unpredictable situations.
- To give students an understanding of industry, industry relationships, and the business aspect of professional photography and introduce them to key contacts within the photographic industry in key global markets.
- To provide students with the opportunity to collaborate with other specialised programmes at LCC within the School of Media.
- To act as bridging course for appropriately qualified students supporting

progression to further study in Photography at postgraduate (Masters) level

Course Outcomes

Having successfully completed the course, you will be able to:

- Apply appropriately a range of professional photographic skills **Subject knowledge, Technical competence**;
- Creatively plan and develop photographic projects and realise creative solutions to commercial photographic challenges **(Collaborative and/or independent professional working)**;
- Learn independently and gain the capacity to manage your time effectively and work to a professional standard **(Personal and professional development)**;
- Respond creatively to specific market and technical demands in solving photographic problems **(Technical competence, Experimentation)**;
- Present ideas and information effectively using appropriate visual and oral communications skills in relation to specific industrial or cultural contexts **(Communication and presentation)**;
- Gain awareness of the varying demands of the differing markets, which comprise the international photographic industry **(Research, Subject knowledge)**;
- Review your personal and professional strengths and evaluate appropriate educational and employment contexts in which your creative practice could be developed **(Analysis)**;
- Originate and bring to completion practical projects that synthesize your knowledge and understanding of research principles and methodologies and appropriate use of materials, technologies, and market awareness in the context of the discipline of photography practice **(Research, Technical competence)**;
- Consolidate your work into a high quality portfolio suitable for presentation to potential clients in order to gain commissions or employment **(Personal and professional development)**;
- Critically evaluate potential opportunities for future academic study or creative training in photography **(Analysis, Research)**.

Learning and Teaching Methods:

- WORKSHOPS - these form the core of the teaching programme and involve a critical peer review of your work in progress.
- LECTURES - these concentrate on the craft elements of Photography, and are delivered by the course team together with visiting speakers from industry.
- INDEPENDENT STUDY - this provides an opportunity for you to engage with research, writing and other activities related to your academic and creative progress, outside formal teaching hours.
- REFLECTIVE REPORTS – reports in which you, the student, reflect upon your practice with respect to projects
- TUTORIALS - these one-to-one sessions with a tutor provide a platform for assessing your development and addressing issues relevant to the course

Scheduled Learning and Teaching

State the notional learning hours and provide a percentage breakdown of timetabled teaching and learning activities per level.

This is the percentage of your time spent in timetabled learning and teaching. You are expected to study for 1800 (MA)/1200 (PG Dip)/600 (PG Cert) hours over the duration of the course; below is the amount of time which is timetabled activity. The rest of your learning time will be self-directed, independent study.

18%

Assessment Methods:

The course objectives are assessed using the following assessment methods:

- Practical project work and computer based activities
- Prepared writing
- Responses to case studies
- Oral presentation
- Personal presentations of prepared work
- Simulations and role plays
- Workshop based activities
- Written research
- The creation of a portfolio of collection of work which may contain a number of different activities.

Reference Points

The following reference points were used in designing the course:

- The Learning and Teaching policies of the University of the Arts London
- The College policies and initiatives
- Level descriptors
- Benchmark statements

Programme Summary

Programme structures, features, units, credit and award requirements:

Induction

During the first two weeks, there will be an induction programme in which you will:

- Get an overview of the structure of the course and the structure of each unit;
- Get to know the facilities on offer to you at Course, School and College and University level including those provided by the Learning Resources department, Academic Support and the Students' Union;
- Learn how to use the technology in the Library and open access;
- Get to know your tutors and colleagues;
- Learn about the difference between working at postgraduate and undergraduate levels;
- Discover the ethos of the course.

A summary of the units is as follows:

Unit 1: Professional Photography in Practice (Photographic Technology & Applied Production Skills) (40 credits)

- A series of workshops and project briefs will enable you to develop and utilise specialist photographic skills and knowledge to solve photographic problems. Through planning, implementation and review, and engagement with industry, you will be able to apply your photographic skills in a realistic professional context.

Unit 2: Critical Approaches (Photographic Culture, History & Theory) (20 credits)

- This unit gives you the opportunity to study major developments and critical approaches in photography.

Unit 3: Personal Project (Research & Development) (20 credits)

- Through the research and development of a comprehensive project you will be able to recognize creative influences in your own work and develop an understanding of your own creative ambitions.

Unit 4: Professional Identity and Portfolio Development (Professional Context & Progression) (40 credits)

- Within this unit you will bring together skill, knowledge and understanding gained in other units you have studied to produce a final portfolio of work within your chosen area of specialism.

This process for all units will involve you in original applications of knowledge, together with a practical ability to use and critically assess existing photographic techniques and formats. You will also, in the process of the critical evaluation of your own and others work, develop innovative solutions to creative challenges.

Distinctive features of the course:

- An opportunity to study professional photography in the rich international cultural and professional context of LCC Photography with its long established courses, guest speaker programmes, research culture and industry networks.
- An opportunity to gain awareness of the varying demands of the differing markets, which comprise the international photographic industry.
- To develop a first class photographic portfolio within the context of a major international city renowned for its contribution at the fulcrum of the photographic industry.
- An opportunity for students new to photography education or those changing careers to gain a professional qualification at graduate level while working with a very diverse group of fellow students from major international markets.
- An introduction to key industry contacts including camera and lighting manufacturers, bespoke printers, post-production companies, photographic organisations, photographic professionals, gallery owners and seasoned art buyers.
- An active and challenging curriculum that will enable students to develop a foundation of technical and professional skills at a high standard for professional photographic practice.
- A structured timetable that focuses on the technical and professional skills needed in contemporary photography practice including optional choices, combining taught and independent study.
- A grounding in research methodologies and their use in the context of self-initiated research in the development of a portfolio and personal project to enhance your portfolio with a strong personal identity.

- An opportunity to collaborate with students in other key specialised areas within the School of Media such as: photojournalism, graphic design, film and marketing.
- This course may also serve as a preparatory course for students wishing to study at the Postgraduate level.

Recruitment and Admissions

Selection Criteria

Applicants are assessed against the following selection criteria.

- Evidence of a commitment to the medium of Photography and a desire to acquire the skills needed to develop a commercial career in the medium
- An evident commitment to developing creative practice whilst academically engaging with the subject
- Evidence of an ability/ wish to work both autonomously and collaboratively
- An interest in acquiring the technical skills required to embark on a professional career

Entry Requirements

Applicants should have an honours degree or equivalent experience to be considered for this course. We are looking for applicants who may be progressing from an undergraduate course (or equivalent) and who already have a portfolio that demonstrates a good level of practice.

Alternatively, you could be considering a career change and already have a portfolio of good quality photographic images, and now interested in expanding your subject knowledge and understanding, and developing a career in photography.

Language requirements (International/EU)

All classes are conducted in English. If English is not your first language, we strongly recommend you let us know your English language test score in your application. If you have booked a test or are awaiting your results, please indicate this in your application. When asked to upload a CV as part of your application, please include any information about your English test score.

- IELTS 6.0 (or equivalent) with a minimum of 5.5 in each of the four skills is required for this course.
- If your first language is not English, you can check you have achieved the correct IELTS level in English on the Language Requirements page <http://www.arts.ac.uk/study-at-ual/language-centre/english-language-support/language-requirements/>

- International Applicants – visit the Support for International Students page <http://www.arts.ac.uk/lcc/courses/support-for-international-students/> for contact details for International Admissions

Minimum UAL Entry Requirements

To see the University's Regulations on Admissions, please go to the following link:

<http://www.arts.ac.uk/study-at-ual/academic-regulations/course-regulations/1-admissions/>

Course Diagram

Course Diagram 17/18 Graduate Diploma Photography																																					
Autumn Term (Term 1 11 Weeks)											Spring Term (Term 2 10 weeks)										Summer Term (Term 3 10 weeks)																
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	week 0	week 1	week 2	week 3	week 4	week 5	week 6	week 7	week 8	week 9	week 10	Christmas Break		week 11	week 12	week 13	week 14	week 15	week 16	week 17	week 18	week 19	week 20	Easter Break		week 21	week 22	week 23	week 24	week 25	week 26	week 27	week 28	week 29	week 30	Summer Break	
Year 1 Freshers Week	Professional Photography in Practice (Photographic Technology & Applied Production skills) (40 credits)										Professional Photography in Practice cont'd										S																
	Critical Approaches (Photographic Culture, History & Theory) (20 credits)										Critical Approaches cont'd										S																
											Personal Project (Research & Development) (20 credits)										Personal Project cont'd										S						
											Professional Identity and Portfolio Development (Professional Context & Progression) (40 credits)										Professional Identity and Portfolio Development cont'd										S						
S = Summative Assessment Point (Your Assignment Brief will give you details on the deadline date, time and how to hand in your assignment)																																					
Formative assessment points will be indicated by your tutor in your unit handbooks or assignment brief																																					