Course Title	BA (Hons) Digital Photography
Final Award	BA (Hons) Digital Photography
Interim Awards	Certificate of Higher Education in Digital Photography Diploma of Higher Education in Digital Photography
Awarding Body	Ravensbourne University London
Teaching Institution	Ravensbourne University London
UCAS Code	W640
HECOS code (with Subject percentage Splits if applicable)	
QAA Subject Benchmark	Art and Design (2019)
External Accrediting Bodies	Association of Photographers
Apprenticeship Standard used to inform the development of the course (if applicable)	N/A
Accelerated Degree Option	Yes
Level 6 Top Up Option (online only)	☐ Yes ☒ No
Study Load	☒ Full-time ☒ Part- time
Mode of study	☒ Face to Face
Delivery Location(s)	☒ Ravensbourne University campus
Length(s) of Course(s)	3 Years FT 6 years PT 2 year accelerated
Type (open/closed)	Open
Validation period	Five years (September 2022 – September 2027)
Intended First Cohort Start Date	September 2022
Date produced/amended	July 2022
Course Leader	Geraint Cunnick
Course Development Team Members	Geraint Cunnick Neil Drabble
Course Administrative Contact	Charles Mullany

Course Description
This course offers a bespoke learning experience within commercial photography and prepares its graduates for entry into the international creative industries. Students will learn professional digital workflows and have experience of different forms of digital capture both in the studio and on location. The course is creative and conceptual drawing on a range of contemporary practices to offer a dynamic experience which 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 international photographic world. The learning environment at Ravensbourne is dynamic and exciting and thrives on collaboration and knowledge exchange – the core principles of the course build on this in an exciting and innovative curriculum of study that is contemporary in nature reflecting on the social, ethical, environmental positions of the photographic industry.

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

Students will get the opportunities to develop work within three named study strengths of the course namely Sport, Fashion and Editorial/Advertising so that they can make informed and supported choices as to career progression and skills acquisition.

Each of these directions has a distinct flavour and as students progress into years two and three they will be taught specific skill sets which will include working on location and in a sporting venue, working in the studio for a fashion client and developing sophisticated images for an advertising brand. The course expects students to focus ambition on a style of photography so that final portfolios will reflect clear career aspirations. Students will be supported on this educational journey by the course team who are distinguished, distinct and current practitioners as well as invited industry guests and noted experts.

The final year of study will allow students to develop an image portfolio of relevant and contemporary photography that will be critiqued by industry experts so that they have meaningful industry feedback upon entering the next phase of their careers. 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 an exciting, dynamic and creative experience.

Course Aims
· You will be able to gain appropriate knowledge and understanding, development of necessary personal attributes and mastery of essential skills to equip and prepare you to enter the creative industries and to furnish your continuing personal development.
· 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
· 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
· You will gain a deeper understanding of contemporary digital 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
· 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.
· 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

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 **BA (Hons) Digital Photography** students will be able to:	
Explore	Evidence and contextualise capacity for utilising digital photographic specific knowledge, critical thinking and reflection, supporting problem solving and development. *(CLO1)*	
Create	Evidence ability to systematically develop ideas, experimentation, and technical ability supporting fully resolved outcomes with consideration of audience/user regarding communication and presentation for digital photography. *(CL02)*	
Influence	Evidence a methodical working approach and ethos that critically identifies consideration of social, ethical and environmentally responsible working methods and how this aligns and supports personal development and professional working practices in relation to digital photography. *(CL03)*	
Integrate	Evidence a critical ability to successful collaboration, industry interactions & practices and professional working models in order to facilitate self-efficacy, personal agency and professional development in relation to digital photography. *(CL04)*	

	Where a student does not complete the full course, but exits with an Ordinary Degree, 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 **BA Digital Photography** students will be able to:	
Explore	Evidence and contextualise capacity for utilising digital photography specific knowledge, critical thinking and reflection, supporting problem solving and development. *(CLO1)*	
Create	Evidence ability to systematically develop ideas, experimentation, and technical ability supporting resolved outcomes with consideration of audience/user regarding communication and presentation for digital photography. *(CLO2)*	
Influence	Evidence a coherent working approach and ethos that identifies consideration of social ethically and environmentally responsible working methods and how this aligns and supports personal development in relation to digital photography. *(CLO3)*	
Integrate	Evidence ability to effect collaboration, industry interactions & practices and professional working models in order to facilitate self-efficacy, personal agency and professional development in relation to digital photography. *(CLO4)*	

	Where a student does not complete the full course, but exits with a Diploma in Higher 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 **Diploma of Higher Education in Digital Photography** students will be able to:	
Explore	Evidence evolving ability to utilise critical reflection to support developing understanding of subject knowledge and ability to problem solve in relation to digital photography. *(CLO1)*	

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Create	Exhibit developed technical competencies, supporting ideation, communication and presentation with consideration of audience/user for digital photography. *(CLO2)*
Influence	Evidence developing working processes that identify consideration and interpretation of social, ethically and environmentally responsible working methods and how this guides personal professional practice in relation to digital photography. *(CLO3)*
Integrate	Evidence evolving ability to engage with collaborative working to support academic development, industry interactions & practices to enhance and progress self-efficacy and professional development in relation to digital photography. *(CLO4)*

Where a student does not complete the full course, but exits with a Certificate of Higher 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 **Certificate of Higher Education in Digital Photography** students will be able to:

Explore	Demonstrate capacity for engaging with critical thinking, developing digital photography specific knowledge and emerging ability to problem solve. *(CLO1)*
Create	Exhibit emerging technical competencies, supporting ideation, communication and presentation with consideration of audience/user for digital photography. *(CLO2)*
Influence	Demonstrate emerging working approach/attitude that identifies consideration of social, ethical and environmentally responsible working methods and how this informs personal practice in relation to digital photography. *(CLO3)*
Integrate	Demonstrate emerging capacity to engage with collaboration, teamwork, industry interactions, and professional working practices to support self-efficacy and professional development in relation to digital photography. *(CLO4)*

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 lessons 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 • Recognise 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 and understand the underlying emotions of individuals and groups, enhancing communication efficacy, empathy and influence. Attributes may include: • Managing your audience • Coordinating with others	**Explore, Influence, Integrate**

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	• 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 • 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.	**Create, Influence, Integrate**
Digital	The confident adoption of applications, new devices, software and services and the ability to stay up to date with technology as it evolves. The ability to deal with failures and problems and to design and implement solutions.	**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 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
Level Four: At Level four knowledge, understanding and skills will be developed through a combination of workshops, lectures, seminars and group exercises, self-directed study, as well as individual or group tutorials. - Lecture - Seminar - Tutorial - Guest Lecture - Technical Demonstration - Practical Classes and Workshops - Supervised Time in Studio - Fieldwork - External Visits - Independent Study - Directed Study Level four will also introduce the students to the Professional Life Practice modules that are embedded in each undergraduate learning level. These modules specifically support collaborative experimental practice, entrepreneurship, and enterprise, helping to catalyse, develop and showcase interdisciplinary working methods interaction and innovation. The Modules will also facilitate opportunities to integrate with industry partners in order to establish professional currency at the start of the undergraduate journey, and to drive enterprise and employability throughout the degree experience. The Professional Life Practice Modules integrate the emerging subject knowledge of each student with working methods from a range of disciplines to create a multidisciplinary synthesis of practice, skills and learning. Students will develop social, cultural, emotional, and cognitive intelligence through projects that facilitate community and industry connections aligned to the Ravensbourne Core Competencies.	**For all levels of the Course:** **Oral Assessment – content and form** **Presentation** **Portfolio** **Digital Workbook** **Practical Assignment** **Classroom Test** **Reflective Written Document** **Industry Focussed Report** **Project Pre-Production Treatment** **Critique** **Personal Progress Review (PPR)** **Formative Assessment** is used in all modules of the programme to assess your progress relating to module 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 module though for later modules in level six there are more formative assessment points. **Summative Assessment takes place** in the later stages of each module and is the final assessment point where each assessment requirement is assessed by the module leader and typically one other member of the course team though at level six there are at least two other staff members involved in moderation. Written or aural feedback and clear feedforward advice is given shortly after assessment and there are opportunities for tutorials for further clarification before the start of the next module.

	Assessment will be aligned to the Ravensbourne Core Competencies.
Level Five: Knowledge, understanding and skills acquired at Level four are developed further through a combination of workshops, lectures, seminars, group exercises, self- directed study, as well as individual or group tutorials. • Lecture • Seminar • Tutorial • Guest Lectures • Practical Classes and Workshops • Supervised Time in Studio • Independent study • Directed Study • Placement Opportunities These will underpin Level six Modules around portfolio creation and final major project and enable students to make career choices around their industry discipline. In addition, students will test their developing disciplinary knowledge in collaborative scenarios with the opportunity to take part in the Professional Life Practice Modules, and Work Based Learning Modules, offering collaborative and industry aligned opportunities both within Ravensbourne and in external contexts. Visiting speakers and industry specialists will be invited to deliver lectures or practical workshops, bringing their own specialism and examples of industry work into the sessions. The Professional Life Practice Modules at Level five support practical, theoretical and industry focused engagement facilitating expertise, experience and interactions with professional aspects of the photographic discipline. All Level five students will have the opportunity to undertake a Work Based Learning module at the end of Semester two. The Work Based Learning module will offer the students the ability to engage with equivalent industry-led experience supporting industry interactions, entrepreneurship and	

employability skills. The placements will be supported by a designated team at Ravensbourne.

Level Six:

Knowledge, understanding and skills acquired at Level four and five will be developed and perfected at Level six through lectures, seminars, workshops, self-directed study and individual tutorials.

- Lecture
- Seminar
- Tutorial
- Guest Lecture
- Independent study
- Directed Study
- Technical Masterclass
- Industrial Live Project
- Networking Events
- Portfolio Review

Students are expected to take professional attitudes to time and project management, quality assurance, testing, and deployment.

Visiting lecturers will be invited to deliver lectures and/or practical sessions related to their area of work and students will develop an outward facing portfolio to aid graduate progression.

Written work will focus upon critical analysis and reflection of project-based work, with a view to encouraging ongoing development.

Within the sphere of theoretical study, students will expand their ability to write reflexively and critically about their discipline and be able to competently contextualise their personal practice.

Students will be expected to interface directly with industry through mentoring, competition, and research.

Work Based Learning

The work-based learning or equivalent industry-led experience will be supported by a dedicated team at Ravensbourne. All Level five students will have the opportunity to undertake during Semester two. A common module descriptor will ensure parity of assessment that places an emphasis on individual critical reflection, but individual experiences can be tailored to specific subjects and their aligned industries.

Some examples of destinations for this module for Digital Photography students would be:

Fashion Photography:
Assisting Photographers, Digital Assistants, Camera Assistants
Editorial Assistants, Picture Desk
Production, Styling, Creative Team
Content Provider/Management, Production

Sport Photography:
Touchline Photographer, Events Photographer, Assisting Photographer
Editorial Assistant, Picture Desk, Keyword and Captioner, Pipeline and Workflow Manager
Sales and Asset Management, Promotion and Team Management
Content Provider, Social Media Manager, Second Unit Production

Advertising & Editorial Photography:
Assisting Photographers, Digital Assistants, Camera Assistants
Production, Styling, Creative Team
Content Provider/Management, Production
Art Direction, Art Buying, Traffic

Course resources used to support placements would include:

Individual Course Team contacts and industry positioning
Course level database of professional contacts
Institute support from Ravensbourne
Industry support from organisation such as The Association of Photographers
Individual applications endorsed by course and university
Alumni network

Course Structure

Module Code	Module Title	Shared Module	Mandatory / Elective	Credits
Level 4				
DGP22101	Beginning of Craft		Mandatory	20
DGP22102	The Industry		Mandatory	20
DGP22104	Study Options Mini Briefs		Mandatory	20
DGP22105	Specialist Workflows	Part shared	Mandatory	20
PLP22103	Professional Life Practice: "Developing your Practice"	x	Mandatory	20
PLP22106	Professional Life Practice: "Exploring your Practice"	x	Mandatory	20
			Total	**120**
Level 5				
DGP22201	Exploring the Industry		Mandatory	20
DGP22202	Narrative and Sequence		Mandatory	20
DGP22204	Portfolio and Context		Mandatory	40
PLP22203	Professional Life Practice: "Applying your Practice"	x	Mandatory	20
PLP22206	Work-Based Learning		Mandatory	20
				120
			Total	**240**
Level 6				
DGP22304	Client Brief		Mandatory	20
DGP22301	Personal Folio	Part shared	Mandatory	40
PLP22303	Professional Life Practice: "Situating your Practice"	x	Mandatory	20
DGP22302	Professional Review		Mandatory	40
				120
			Total	**360**

Learning Hours

Learning Hours (per 20 credit module excluding the Work-Based Learning)			
Staff – Student Contact Hours		**Independent Study Hours**	
Taught Hours	48	Independent Study, Self-Directed and Assessment	152
Total			200

Course Regulations

Entry Requirements
Please refer to the institutional regulations on the expected minimum entry requirements (found under Section 5 of the General Academic Regulations found on the website here), and the course page on the Ravensbourne University website for course specific entry requirements.

Applicants are expected to submit a portfolio of work which shows a range of their skills and demonstrates why they would be a good fit for the course.

We may also consider a combination of portfolio and academic qualifications and take into consideration progress made during studies and/or relevant work experience.

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 a 40% for undergraduate students; or a 50% for postgraduate students.

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 in any component will result in a Fail grade for the component.

Non-submission in any component will result in a non-submission for the component.

Students must then successfully retrieve the failed or non-submitted component by resubmission of assessment in order to pass the module.

Where a student does successfully retrieve a component failure, the grade for the component will be capped at 40% (undergraduate) or 50% (postgraduate) (except where Extenuating Circumstances have been approved). The overall grade for the module will be calculated using all achieved grades where there are 2 or more components.

Conditions for the Granting of Awards

A student who completes an approved course of study, shall be awarded BA (Hons) Digital Photography.

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

1. Certificate of Higher Education 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. Diploma of Higher Education 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.
3. BA Digital Photography (ordinary degree), 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
Level 4 Modules				
DGP22101 Beginning of Craft	X	X	X	
DGP22102 The Industry	X	X		
DGP22104 Study Options Mini Briefs	X	X	X	X
DGP22105 Specialist Workflows	X			X
PLP22103 Professional Life Practice: "Developing your Practice			X	X
PLP22106 Professional Life Practice: "Exploring your Practice	X			X
Level 5 Modules				
DGP22201 Exploring the Industry	X		X	X
DGP22202 Narrative and Sequence	X	X	X	
DGP22204 Portfolio and Context	X	X	X	X
PLP22203 Professional Life Practice: "Applying your Practice"	X		X	X
PLP22206 Work-Based Learning			X	X
Level 6 Modules				
DGP22304 Client Brief	X	X	X	X
DGP22301 Personal Folio	X	X	X	X
PLP22303 Professional Life Practice "Situating your Practice"	X		X	X
DGP22302 Professional Review	X	X	X	X

Course Diagram

	Semester 1	Semester 2	
Level 4	**DGP22101 Beginning of Craft** 20 credits	**DGP22104 Study Options Mini Briefs** 20 credits	
120 credits	**DGP22102 The Industry** 20 credits	**DGP22105 Specialist Workflows** 20 credits	
	PLP22103 Professional Life Practice "Developing your Practice" 20 credits	**PLP22106 Professional Life Practice** "Exploring your Practice" 20 credits	
	Semester 1	Semester 2	
Level 5	**DGP22201 Exploring the Industry** 20 credits	**DGP22204 Portfolio and Context** 40 credits	**PLP22206 Work-Based Learning** 20 credits

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120 credits	**DGP22202 Narrative and Sequence** 20 credits	14	
	PLP22203 Professional Life Practice "Applying your Practice" 20 credits		
Semester 1		Semester 2	
Level 6	**PLP22303 Professional Life Practice** "Situating your Practice" 20 credits	**DGP22302 Professional Review** 40 credits	**DGP22304 Client Brief** 20 credits
120 credits	**DGP22301 Personal Folio** 40 credits		