



# MCAST

Malta College of Arts, Science & Technology

**MQF Level 6**

**Bachelor of Arts (Honours) in Photography**

**AD6-06-19**

Course Specification

## Current Approved Programme Structure

<b>Unit Title</b>	<b>ECTS</b>
Reporting for the Digital Media	6
Digital Media in Visual Arts	6
Visual Thinking	6
Media Tools and Techniques	6
Lens Based Media	6
Storytelling and Narratives	6
Reading the Image	6
Independent Media Practice	6
Professional Media Practice 1	6
Critical Studies & Research Methods	6
Creative Alternative Photography	6
Photojournalism & Street Photography	6
Portraiture Photography	6
Wedding, Fashion & Editorial Photography	6
Advertising & Commercial Photography	6
Furniture & Interiors Photography	6
History in Context	6
Product & Table-Top Studio Photography	6
Personal Style & Self Promotion	6
Law & Ethics	6
Macro & Nature Photography	6
Fine Art Photography	6
Professional Photographic Practice	6
Dark Room Practice	6
Event Organisation & Implementation	6
Entrepreneurship	6
English	6
Critical Thinking	6
Dissertation	12
<b>Total ECTS</b>	<b>180</b>

# Reporting for Digital Media

**Unit level (MQF): 5**

**Credits: 6**

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## Unit Description

This unit aims to give learners the opportunity to learn the principles of reportage for the digital media. Learners will understand the methods used for the reportage of different events and media related work which may include both reporting in writing, using different mediums such as TV, radio, social media and photographs as well as the ability to report and present information verbally, paying attention also to the non-verbal cues.

Learners will create a portfolio of research and written material related to the production of a report for digital media. Therefore, learners will have the possibility to personally practice first hand building a report from start to end, thus learn the step by step process, learn the importance of project management, research and all the planning aspects related to creating material to produce and stream a report for digital media in a medium of their choice (moving image or photography).

This unit is to be undertaken through a study-centred project in reporting for the digital media.

## Learning Outcomes

Upon completing the unit, learners should be able to:

1. *Identify and research a news story to report on chosen digital media.*
2. *Plan and write a news report for chosen digital media showing evidence of the process followed.*
3. *Produce and broadcast the digital media news report with supporting photographs or moving images.*
4. *Evaluate and identify the news value of final digital news report with supporting evidence and examples.*

# Digital Media in Visual Arts

**Unit level (MQF): 5**

**Credits: 6**

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## Unit Description

In this unit learners will be introduced to a range of digital media and post production software used by journalists for different aspects of their work. Learners will have the possibility to grasp the knowledge and skills required to use such software effectively in their job as media practitioners.

Therefore, learners will become familiar with a range of tools and techniques of the various digital media production software used today. Firstly, learners will research and understand the essential technical aspects of working with digital media. Then learners will learn the correct digital file management and development of a media project.

Learners will apply tools and techniques using video editing, image editing and design software to produce a body of work presented in different formats. This unit will act as an introduction to these programs, thus learners will become competent with the basic tools and techniques of each software program.

Finally, learners are to utilize each software program learnt to produce work for a specific media project. Then learners will present their final outcomes in an appropriate manner. In addition, learners will evaluate their own final outcomes as well as their use of digital media software to produce a specific media project.

## Learning Outcomes

**On completion of this unit the learner will be able to:**

1. *Understand the technical aspects of working with digital media.*
2. *Understand the main principles of using post production tools and techniques using image editing and design software.*
3. *Apply post production tools and techniques using video editing, image editing and design software as required to complete your own media project.*
4. *Present own work to a given audience and evaluate methods of improvement.*

# Visual Thinking

**Unit level (MQF): 5**

**Credits: 6**

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## Unit Description

This unit introduces a number of idea-generating techniques to demonstrate that creative thinking is a skill that can be continually developed. In addition, this unit aims to develop the learner's skills in communicating their ideas visually through incentive and stimulating assignments, and, where possible have topical and/or contemporary assignments embedded with cultural relevance. In addition, learners will be encouraged to experiment and take risks with their work. Learners will also have the possibility to participate and create discussions, engaging in peer to peer criticism to open the potential and interest of ideas.

Learners will also engage in integrated research to include analysis of the brief, prepare their initial ideas, and investigate and explore materials, processes and techniques. They will also have the possibility to practice communicating their ideas across specialist applications, both traditional and alternative.

## Learning Outcomes

**On completion of this unit the learner will be able to:**

1. *Research and exploit idea generation techniques and methods to experiment and explore their characteristics and suitability.*
2. *Apply visual techniques to own work to communicate specific information and ideas.*
3. *Develop own visualised ideas into working concepts.*
4. *Present and evaluate a finished creative solution to a given brief.*

# Media Tools & Techniques

**Unit level (MQF): 5**

**Credits: 6**

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## Unit Description

This is a skill based unit that will allow learners to gain the necessary skills to be able to use digital cameras, lighting equipment, editing software and other related media tools and techniques under a range of conditions to complete a practical project by choosing from either moving image, photography or journalistic platforms.

Learners will utilise a range of media tools and techniques to produce effective media content in response to a project led assessment on a media platform of their choice. Therefore, for this unit practice will play a key role.

On completion of this unit learners will have developed an underpinning knowledge and understanding of key camera, lighting and editing techniques and their uses. Project led assessment will allow candidates to produce media content that demonstrates their understanding of these techniques and justify their purpose in either a moving image, photographic or journalistic context.

Learners will also develop the understanding, knowledge and skills to appropriately apply techniques and equipment to enhance both the technical and visual impacts of images.

## Learning Outcomes

**On completion of this unit the learner will be able to:**

1. *Research and evaluate image making and editing tools and techniques to produce media content.*
2. *Use camera and editing tools to produce media content.*
3. *Produce media content using a range of techniques found in digital camera and editing facilities.*
4. *Present and effectively evaluate own captured and edited media content.*

# Lens Based Media

**Unit level (MQF): 5**

**Credits: 6**

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## Unit Description

This unit aims to give learners the necessary skills to proficiently use cameras and sound equipment to capture appropriate images as well as using video and sound editing software effectively. This unit will focus on developing a deeper understanding of lens based media and their application to practical media, photography and journalism.

Learners will utilise a range of camera techniques to produce creative solutions to a variety of media projects. As well as further develop their existing knowledge of Still Image, Moving Image and Video Journalism as a tool to provide creative solutions to enhance their visual language and aid in visual story telling and the solving of visually creative problems. Image, video, sound capture and file optimisation will play key roles in the learner's journey throughout this unit.

Upon completion of the unit learners will have kick-started their personal journey to being able to identify key media techniques and their uses within the three streams of learning journalism, photography and media and also understand more first-hand how these techniques can be applied to various media platforms and outlets.

## Learning Outcomes

**On completion of this unit the learner will be able to:**

1. *Understand the techniques and technical aspects of a variety of lens-based media.*
2. *Produce digital still images by experimenting with different lens based media equipment and techniques.*
3. *Produce an audio-visual production using the suitable lens based media in own area of study.*
4. *Present documentation of own work showing personal reflection and learning curve.*

# Storytelling & Narratives

**Unit level (MQF): 5**

**Credits: 6**

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## Unit Description

In this unit learners will become familiar with key concepts related to storytelling through the theories and conventions of narrative structure, characterization and mise-en scene. Learners will then be able to apply them to a story of their own devising.

During this unit learners will carry out analysis of media texts such as Short film, TV, News features, video journalism, Documentary e and many others which display some of these features and then use established and industry-standard planning documents such as treatments, scripts and storyboards to practically apply the knowledge and skills to their own work.

Throughout the unit learners will be gaining knowledge about various storytelling strategies and will be given the opportunity to experiment and produce stories and articles via a series of exercises and experiments.

The acquired knowledge about narratives will enable learners to produce an original visual story. After having achieved the basics of storytelling and narratives, learners are encouraged to experiment and produce creative outcomes to start developing their own personal style. Learners will then be able to use the knowledge and skills learnt and apply them in future projects.

## Learning Outcomes

**On completion of this unit the learner will be able to:**

1. *Explain typical narrative and visual codes and conventions in media texts.*
2. *Apply a range of structural and visual conventions to different storytelling scenarios.*
3. *Use storytelling strategies to plan a visual story.*
4. *Present a visual story, documentation and evaluate own work.*



# Reading the Image

**Unit level (MQF): 5**

**Credits: 6**

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## Unit Description

This is a research and practical-based unit where learners explore the political, social and cultural impact of journalism, film and photography. This unit focuses on the analysis of the representation and impact of images on society, the audience and individuals.

Learners will research and investigate the power of the media industry on society and vice versa. This unit focuses on the impact of the image through mechanisms of representation, ideology, propaganda, iconography, audience theory, implications and subliminal messages. Learners are to explore how elements of mise-en-scene such as perspective, composition, lighting and editing can alter the viewers' implication of the imagery. Emphasis should be put on the critical analysis of imagery to determine the underlying representation and meaning.

Reading the image explores the political, social and cultural impact of imagery as well as changes within image representation due to economics, technologies, ownership and audiences. In this module learners will explore the image in journalism work, film productions and photography, through to the rise of cinema, television, media convergence and the digital revolution.

## Learning Outcomes

**On completion of this unit the learner will be able to:**

1. *Analyse the impacts and implications of social and cultural influences on imagery.*
2. *Identify a concept and visualize how it can be communicated and represented through imagery.*
3. *Produce a media production using appropriate methods of representation.*
4. *Communicate effectively the concepts, methodologies and outcomes reflecting critical evaluation of own production.*

# Independent Media Practice

**Unit level (MQF): 5**

**Credits: 6**

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## Unit Description

This is a practice based unit which is aimed to give the learners the possibility of exploring and expanding their own creative and artistic practice. The unit encourages learners to make creative decisions through research and experimentation in their medium of choice, in order to help them establish their creative process and develop as creative professionals by using reliable and verified sources.

This unit will help learners develop critical awareness of current practices in the industry and equip them with the intellectual tools, understandings and techniques to deal with complex issues in order to improve their working and artistic practices.

The self-commissioned project and journal which structure this unit, is intended to develop the learner's ability to use moving image, photography or reporting to articulate imaginative, experimental and creative responses to their experience. Practical and technical skills will be developed as learner's experiment in their medium of choice, however the emphasis of this unit is to extend the learners' practical and conceptual visual language and to help them understand that media is not just a technical medium but also an artistic one where the message needs to be conveyed in a responsible, original and unbiased manner within deadlines.

Discussion groups and practical activities will enable learners to reflect on their ideas, and process them through their visual work. Short tasks, which are set throughout the unit, are intended to help learners to gradually develop their visual language, and to accumulate the confidence to complete the assessed work.

## Learning Outcomes

On completion of this unit the learner will be able to:

1. *Use research to originate a self-commissioned creative project within chosen media sector.*
2. *Pitch a creative and relevant self-commissioned project.*
3. *Produce a creative self-commissioned project as proposed in pitch.*
4. *Evaluate the creative process and final outcome of own work.*

# Professional Media Practice 1

**Unit level (MQF): 5**

**Credits: 6**

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## Unit Description

The unit is designed to provide the learners with the knowledge and skills required to communicate and conduct themselves in a professional manner when dealing with audio/visual-related projects set by a live client. Then further evaluate and record the experience.

The purpose of the unit is to provide the learner with the opportunity to apply their knowledge and skills in a proficient manner and to encourage them to come up with a creative response. The project given to the learner should be set in a real context thus giving the learner the opportunity to experience a live situation. The learner should be familiar with the local media industry. Covering a life case will give the learners experience of the issues and opportunities at the forefront of the contemporary media practices.

On completion of this unit the learners will have the experience of working with a audio/visual-related project set by a client.

## Learning Outcomes

**On completion of the Unit learners should be able to:**

1. *Carry out research and propose a creative response to a project set by a live client within the media industry.*
2. *Communicate and conduct own self in a professional manner when working on a media project with a live client.*
3. *Identify any issues and opportunities that might arise during the execution of the life media project.*
4. *Evaluate own overall performance and project final outcomes whilst working on the media live project.*

# Critical Studies & Research Methods

**Unit level (MQF): 5**

**Credits: 6**

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## Unit Description

The unit is intended for use in a range of creative arts programmes and has both theoretical and practical outcomes in the form of personal research activity and the production of a proposal for a degree year dissertation.

The unit provides an overview of research theory and methodology, including primary, secondary, qualitative, and quantitative and practice led research methods. In addition to providing practical instruction on writing research proposals.

This unit also provide the learners with skills to critically analyse research findings and also see the differences between descriptive and critical writing as well as the accepted academic formats for writing essays, papers and reports using accepted academic referencing and citation systems.

In this unit, based upon lectures which present relevant content related to the creative arts theoretical contexts, learners will prepare and undertake practical activity in the preparation of a proposal for a vocationally relevant research study. Which will comprise of a planned literature review and the use of vocationally relevant methods to undertake primary research.

Learners will also undertake critical analysis of research findings and prepare written work to an accepted academic format using accepted citation and referencing. The work of the unit culminates in learners undertaking an individual self-evaluation of the effectiveness of their research processes and activity.

## Learning Outcomes

**On completion of this unit the student will be able to:**

1. *Organize the research gathered using research theory, methodology and practice led research for a potential dissertation topic*
2. *Analyse critically the findings from own research and present it in an appropriate format.*
3. *Produce in given format the research proposals in academic writing style using accepted academic referencing and citation systems.*
4. *Present orally and in writing the final proposal for a vocationally relevant research study within own area of interest in the creative arts.*

# Creative Alternative Photography

**Unit level (MQF): 5**

**Credits: 6**

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## Unit Description

This is a skills based unit and will allow learners to demonstrate they have gained the necessary skills to be able to identify and apply creative image making techniques in order to create a series of photographic images and prints based on alternative processes.

Learners will research and apply technical skills over a selected range of alternative process techniques with the aim of producing creative and unique photographic images. Therefore, the Unit is relevant to learners who wish to further develop and apply their knowledge of historical, chemical and camera based photographic techniques.

On completion of the unit learners will understand how to utilize film, chemical and technical processes to make photographic images formed through a range of appropriate alternative processes. Learners will apply digital skills where appropriate during the unit delivery to produce a range of alternative images.

On completion of the unit students will have explored the knowledge and skills necessary to identify a range of key alternative photographic techniques and their practical application. In addition to this, initial research based methodology will allow learners to proceed to a series of practical project led assessments. This approach will allow learners to produce images that demonstrate their understanding of these techniques and reflect on their purpose in a photographic context.

## Learning Outcomes

**On completion of this unit the student will be able to:**

- 1. Research and evaluate a range of historic and contemporary alternative photographic print and capture processes*
- 2. Produce a range of images using alternative image capture techniques to produce creative and unique photographic images.*
- 3. Select the most suitable alternative process techniques to produce finished prints*
- 4. Evaluate critically own series of finished prints for reflection and continuous improvement.*

# Photojournalism and Street Photography

**Unit level (MQF): 5**

**Credits: 6**

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## Unit Description

This is a practice-based unit and will enable learners to plan, prepare, present and evaluate a variety of projects of a photojournalistic nature to given deadlines.

By studying newspapers and magazines both in print and online, learners will research and describe both contemporary and historical aspects of photojournalism and be able to present their findings. In addition, learners will carry out realistic and varied projects to a given deadline. As well as follow the fast paced nature of the print based media industry and thus reflect this in the given project deadlines. Thus, through real time projects, learners will develop their ability to visually communicate a story and capture a moment.

The unit is relevant to learners wishing to further develop their communication, interpersonal and time management skills. Learners will also develop their camera skills utilising relevant equipment for the job. Through discussion and examples, learners will be able to evaluate the professional practices required to undertake a photojournalistic career. Through case studies, learners will understand moral and ethical decision making as a photojournalist.

By the end of the Unit learners will have gained knowledge of street photography, legal rights, consent and requirements for model release. Thus, this unit will provide the Learner with the ability to prepare digital files for submission by including elements of the IPTC (International Press and Tele-Communication Council) criteria. Finally, learners will, with this knowledge, be able to review and analyse the success of their images.

## Learning Outcomes

**On completion of this unit the student will be able to:**

- 1. Research and evaluate the context of contemporary and historical photojournalism and street photography.*
- 2. Identify the ethical and legal implications associated with the genres of photojournalism and street photography.*

3. *Produce street photography and photojournalistic images to given brief and deadlines.*
4. *Present own final photographic productions in an appropriate format and evaluate them critically.*

# Portraiture Photography

**Unit level (MQF): 5**

**Credits: 6**

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## Unit Description

This is a skills based unit that will allow learners to demonstrate that they have gained the necessary skills to be able to make portrait images in a variety of different circumstances.

Learners will utilise a range of photographic techniques to produce creative solutions to a variety of project led portraiture assessments. Interpretation of portrait images and styles will play an important role in the processes involved in this unit. In fact, the unit is relevant to learners who wish to further develop their existing knowledge of camera and lighting techniques to help provide creative solutions to enhance their visual language and to aid in the assistance of solving visual creative problems.

On completion of the unit learners will understand how to utilise and correctly apply appropriate lighting, posing and compositional elements in relation to project led assessment. In addition to the application of techniques, understanding of a portraits intent and contextual meaning will be explored allowing learners opportunities to enhance their own work. Researching historical and contemporary practitioners within the structure of the unit will expose learners to the range of approaches and styles they could practice in their own work.

On completion of the unit learners will have begun to develop the knowledge and understanding necessary to identify key photographic portraiture techniques and their application. Project led assessment will allow learners to produce images that demonstrate their understanding of these techniques and justify their purpose in a photographic context.

## Learning Outcomes

**On completion of this unit the student will be able to:**

1. *Research and discuss the approaches used by current and historical portrait practitioners in the visual arts.*
2. *Capture a range of photographic location portrait images to a given brief.*
3. *Capture a range of photographic studio portrait images to a given brief.*
4. *Present portrait images of both location and studio environments and evaluate them critically.*



# Wedding, Fashion and Editorial Photography

**Unit level (MQF): 5**

**Credits: 6**

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## Unit Description

This unit is designed to allow the learner to develop the required level of knowledge, understanding and practical skills to successfully undertake wedding, fashion and editorial photographic assignments. The process of research, analysis and evaluation of the different photographic styles prevalent in the areas of wedding, fashion and editorial photography will equip the learners with a photographic skillset by utilizing their research findings and subsequent analysis in addition to putting into practice the appropriate photographic skills.

Utilizing the knowledge and understanding gained through the research process the learner will be able to undertake photographic projects in each of the three photographic areas of wedding, fashion and editorial. Throughout the course of this unit the learner will be able to critically evaluate the level of their photographic competence in relation to the research undertaken into different photographic styles of wedding, fashion and editorial photography.

The development of the learners' interpersonal skills will be reinforced by undertaking structured practical photographic exercises and reinforcing the lessons learned on interacting with subjects in a simulated photographic environment.

The completed photographic projects in each of these three subject areas can be used to contribute to a portfolio of photographic images. The completed portfolio of photographic images can be used by the learner in print form or on a website to show to prospective clients or employers.

## Learning Outcomes

**On completion of this unit the student will be able to:**

1. *Research and analyse traditional and contemporary styles of wedding, fashion and editorial photography.*
2. *Produce and evaluate a series of wedding style photographs under controlled conditions.*
3. *Produce and evaluate a series of fashion photographs according to brief.*
4. *Produce and evaluate a series of editorial photographic images that satisfy the given brief.*

# Advertising and Commercial Photography

**Unit level (MQF): 5**

**Credits: 6**

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## Unit Description

The aim of this unit is to enable learners to achieve the skills, knowledge and understanding necessary to undertake advertising photography in a studio setting. Advertising photography is, of course, also carried out on location, that is covered by a separate unit. Learners will learn to make their own studio based images using media, techniques and technologies relevant to advertising work. They will also develop creative ideas for projects and set assignments with reference to current vocational practice in advertising work.

This unit will introduce the learners to the equipment, media, techniques and technologies which are required to operate successfully in a photographic studio. The studio plays a large part in professional photography in both commercial and social areas. Studio photography requires a high level of technical and creative skill. Many of the product photographs used in adverts and websites have been produced in a studio. Products photographed in the studio can range in size from computer chips to cars and room sets. The process must be carefully planned and professional photographers often work with other creative professionals such as designers, stylists and printers when realising an idea. This process is very helpful in developing ideas and translating them into realities. Portrait photography is also an important aspect and portraits are often used in editorial and social photography. Good lighting is essential in all studio work and students will learn to use different lighting systems and techniques. Sound technical knowledge allows the photographer more creative freedom and better concentration on the subject matter. In the studio the photographer will create a unique environment for the subject. This is known as a lighting set and a good lighting set is the basis for all successful studio photography. Available natural light can also be used, particularly in portrait photography. Closely allied to the creative process is commercial awareness. All photographers must be aware of the economic implications of their work. In addition to this, tight deadlines are often in place for completion of an assignment and photographers must be able to work efficiently and economically. In fact it is paramount in advertising photography to have the ability to work to the client's brief. Thus learners will be tasked with fulfilling such briefs and should be able to interpret briefs and provide visual solutions to creative problems using underpinning knowledge and understanding.

There are hazards associated with studio photography. Incandescent lighting systems run at very high temperatures and can be dangerous if mishandled. Flash systems usually operate on mains electricity and must be properly used and maintained if they

are to be used safely. Learners must aware of relevant health and safety legislation and be able to apply it to their work environment.

## Learning Outcomes

On completion of this unit the student will be able to:

1. *Research and analyse international professional advertising and commercial photography examples*
2. *Use the equipment, media, techniques and technologies relevant to advertising photography safely.*
3. *Carry out set projects and assignments in a studio setting and record and produce images which satisfy a given brief.*
4. *Evaluate own photographic images and that of others using constructive technical criticism.*

# Furniture and Interiors Photography

**Unit level (MQF): 5**

**Credits: 6**

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## Unit Description

This is a skills based unit relevant to learners who have a prior experience and understanding of both camera and location lighting equipment controls and digital imaging techniques. This unit will allow learners to demonstrate they have gained the necessary skills to be able to select and prepare an interior location in sympathy with furniture to be photographed. They will use appropriate camera equipment, location lighting and digital manipulation techniques to produce successful images of interiors and furniture within a variety of locations. Learners will utilise research and planning to inform their practical response to a variety of project led assessments through an understanding of both historical and contemporary approaches to furniture and interiors photography.

On completion of the unit learners will understand the key camera controls, planning, styling and lighting skills required to respond successfully to project led assessment. In addition to the control of camera techniques, supplementary equipment such as flash and or reflectors, set management, styling and furniture preparation will be developed to allow learners opportunities to enhance their own work.

On completion of the unit learners will have developed knowledge and understanding of photographic equipment and project management required in the production of furniture and location images. They should have an awareness of the methods required to balance lighting within an interior setting and be able to maintain the mood and visual impact within final images of scenes lit by multiple light sources. Project led assessment will allow the learners to produce images that demonstrate their understanding of these techniques and justify their purpose in a photographic context.

## Learning Outcomes

**On completion of this unit the student will be able to:**

1. *Research and evaluate a range of interior and architectural photographers and various styles throughout history.*
2. *Organise a shoot for interiors and furniture from start to end to a set brief.*
3. *Capture digital images using appropriate camera equipment, location lighting and digital manipulation techniques to produce successful images of interiors and furniture.*
4. *Present own images captured for printing and evaluation.*

# History in Context

**Unit level (MQF): 5**

**Credits: 6**

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## Unit Description

This is a research based unit which will allow learners to research and analyse photographic history and select a specialised topic of photography for study. Learners will then collate their research, both textual and visual sources, as an illustrated presentation.

This unit is relevant to learners studying photography and wishing to develop their knowledge of its historical and cultural context. Learners will have an opportunity to focus on a specific topic, genre and movement in photography history and theory. This unit will enhance knowledge and research skills in photography and provide an opportunity for in depth research in an area of particular relevance or interest. Learners will utilise research skills to be able to source and refer to a range of texts and image examples from photographic history. In addition, learners will be introduced to photography in context within key areas of history and theory. The unit will also provide an opportunity to look at the context of photography within visual culture. Presentation of research findings will allow learners to demonstrate knowledge in a chosen specialised area. Thus this unit will provide the learner with the knowledge and confidence to present and discuss a specialised area of photography.

On completion of the unit learners will understand how to research photographic history and to analyse and discuss findings. Learners will understand and be able to discuss photography in context and evaluate photographic images within visual culture.

## Learning Outcomes

**On completion of this unit the student will be able to:**

1. *Research in depth potential specialised selected topics in photographic history, movements and genres.*
2. *Analyse the research collected in relation to photographic theory and concepts.*
3. *Use analysis of own research to produce a study on a selected specialised topic in photography.*
4. *Present in an illustrated format own study of selected specialised topic and critically discuss own analysis, evaluations and conclusions.*

# Product and Table Top Studio Photography

**Unit level (MQF): 5**

**Credits: 6**

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## Unit Description

This unit is designed to allow the learner to develop the required level of knowledge, understanding and practical skills to successfully undertake a series of product and table top still life photographic assignments. A key element of this unit is the practical application of knowledge acquired at the research stage of the unit. Photographers have to be very conscious that they do not operate in a vacuum, they look and learn from others and use this knowledge to inform their photographic practice and enhance their skills. Working in product and table top photography will allow the learner to perfect their skills and competences in a controlled environment. The nature of this type of photography allows the opportunity for the photographer to enhance his or her technical ability in terms of photographic lighting and camera techniques.

Utilizing lessons learned from the research into a variety of different approaches to product and table top photography will allow the learners the opportunity to enhance creativity. As this type of photography is generally studio based there will be sufficient time to evaluate and reflect on different approaches to undertaking the practical photography in this unit. Clients or commissioners of product or table top photography can be very demanding. The principle reason for commissioning this type of photography is to enhance the sale of these particular types of product. As a consequence, the skill level and attention to detail put into practice by the photographer is paramount.

The completed photographic projects undertaken in this product and table top photography unit can be used to contribute to a portfolio of photographic images. The completed portfolio of photographic images can be used by the learner in print form or in the form of e-portfolio or on a website to show to prospective clients or employers.

## Learning Outcomes

**On completion of this unit the student will be able to:**

1. *Research and analyse contemporary styles of product and table top studio photography.*
2. *Propose photographic solutions for a client's brief.*
3. *Produce a series of product and table top photographs using controlled lighting conditions.*

4. *Evaluate the process by which photographic styling of the product and tabletop object communicates messages to the viewer.*

# Personal Style and Self-Promotion

**Unit level (MQF): 6**

**Credits: 6**

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## Unit Description

Understanding personal style and developing a self-promoting image is fundamental to anyone who aspires to work in the creative arts sector. It is easy to rest in the safety of a familiar style and such a unit will inspire learners to push their boundaries, leave their comfort zone and develop new styles of work with a range of different media, then use these to design a campaign of self-promotion across a range of platforms.

This is a practical unit that enables learners to explore a personal response to different styles using a wide range of media in a wide range of outcomes that culminate in a body of work that serves as a self-promotional tool and promotes the learner within the creative arts sector by helping him/her build a broad skill set. Learners will have the possibility to achieve the latter through research, experimentation with different media and also the development of their own self-image. The unit also aims to develop skills to communicate a personal style and explore ways of creating a self-promotional tool and portfolio of work.

The unit compliments the visual components of the course by creating a vehicle in which to showcase work and act as a portal to the learners' self-image. Throughout their courses, learners should already have investigated a specialism with an individual style of expression and visual outcomes. Learners will explore a broad range of media to communicate a range of messages in a contemporary context. Learners will be encouraged to experiment and explore the limits of their preconceived notions and their abilities. Contemporary styles in visual communication will be seen in context and learners will be encouraged to work towards their continuous progression in the understanding of their own self-image.

Learner's preconceived ideas about their personal style should be challenged. In a world where new forms of communication constantly change and where a sophisticated audience demands new approaches, the development of personal style should be seen as a continuous activity. It is important that learners experiment with different media both in print and digital to test their enthusiasm for a particular style.

By the end of this units, learners would have produced a sequential portfolio of work that demonstrates a willingness to experiment with different media and develop the promotion of their own identity as someone working within the very competitive creative arts sectors. Learners should also test their own convictions in the style they



lean towards and in their ability to use it to communicate a wide range of messages to different audiences.

## **Learning Outcomes**

**On completion of this unit a learner will be able to:**

- 1. Research the historical origins of a chosen personal style applied to a contemporary context.*
- 2. Select a specialized medium or media to create a self-initiated project in a contemporary context.*
- 3. Determine own identity and personal visual style when creating self-promotional material.*
- 4. Compile a professional portfolio of work specific to chosen career path in the creative arts industry.*

# Law and Ethics

**Unit level (MQF): 5**

**Credits: 6**

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## Unit Description

In this unit learners will have a first approach to law and ethics and to their applications to art and communication.

They will have the opportunity to have a sight of what is law, what are juridical systems, how to compare them and what are their historical roots. They will be guided into juridical concepts like “rule of law”, “right” and “source”.

They will then apply the juridical approach to their activity. They will learn how their activity can be labelled from a juridical point of view, then work on the right of expression and its juridical and factual limitations. Then they will work on copyright and defamation.

In addition to this, learners will have the occasion to approach ethics. They will work on some ethical concepts like “good” and “bad”, “right” and “wrong” as well as approach some ethical systems. Thus learners will realize how one can know or decide that something is good or bad and focus on some contemporary ethical issues.

Moreover, learners will also apply the ethical approach to their activity. They will explore their personal ethical system and discover their inner values, working on them and also on the influence that ego and emotions have on them. Finally, learners will then identify possible ethical issues in their activity and in team working.

## Learning Outcomes

**On completion of this unit the learner will be able to:**

1. *Understand what is a juridical point of view in relation to work in the different sectors of the creative arts.*
2. *Understand the definition of an ethical point of view in relation to various areas of the creative arts.*
3. *Identify possible juridical problems related to own area in creative media.*
4. *Choose which ethical approach to use in relation to own creative media.*

# Macro and Nature Photography

**Unit level (MQF): 6**

**Credits: 6**

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## Unit Description

These skills based units will provide learners with the opportunity to gain more knowledge in the use of digital camera, related tools and appropriate image editing software to plan, prepare and produce images that both illustrate an understanding of subject, equipment and image making techniques.

From wide-angle landscapes to extreme close ups. Macro and Nature photography offers the learner the opportunity to develop new ways of looking and seeing own surroundings. The use of specialists Macro lenses, extension tubes, extension bellows, close-up lenses and reversing rings opens up a whole new world of subjects. The use of Long focal length lenses allows them to get 'up close' to wildlife and photograph animals in their natural environment. Learners will have the opportunity to explore the ever-changing quality of natural light and how it might be captured so as to create dramatic landscape images. Artificial light sources, some of which have been developed specifically for Macro photography, may be used to create dramatic 'miniature' landscapes, illuminate the smallest of subjects or used to freeze the movement of high-speed events and fast moving subjects.

On completion of the unit learners will understand how to correctly use camera functions, lenses and tools in relation to project led assessment. In addition to camera control and file optimisation techniques learners will also recognise, identify and demonstrate an understanding of subject, composition, quality of light and light manipulation techniques in order to enhance their own work.

Learners will also develop their knowledge and understanding of the wider application and usage of macro and nature photography by investigating the work of professional photographic practitioners.

## Learning Outcomes

**On completion of this unit the student will be able to:**

1. *Research contemporary practitioners and identify specialist equipment and techniques used by professionals in macro and nature photography.*
2. *Operate effectively camera tools and equipment to produce a range of macro and nature photographs.*
3. *Produce photographic images to set practical briefs.*

4. *Evaluate effectively the process carried out from initial research to the final presentation of own images.*

# Fine Art Photography

**Unit level (MQF): 6**

**Credits: 6**

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## Unit Description

The unit is relevant to learners wishing to develop their existing knowledge of photography in relation to fine arts. The aim of this unit is to enhance the learner's knowledge and research skills in fine arts photography and provide an opportunity to apply this to a photographic project.

This unit is mostly research and practice based and it will allow learners to research a specialised area of Fine Art photography practice and to apply it to their own project. In addition, learners will have the opportunity to utilise the necessary research skills to be able to source and refer to a range of texts and image examples of fine art photography. Finally, learners will use their textual and visual sources to develop a specific self-initiated fine art project

This unit will also provide the learner with the knowledge to make and present a photographic project within a fine art context. Through research, evaluation and creative thinking, learners will tackle, explore and investigate the conceptual aspects to fine art photography. Learners will investigate and understand how visual aesthetic can be secondary to concept and approach.

On completion of the unit learners will present their final work as well as evaluate and justify their concept and method in a critical manner.

## Learning Outcomes

**On completion of this unit the student will be able to:**

1. *Research a specialised area of fine art photography that piques own interest.*
2. *Develop a self-initiated photographic brief based on the research carried out.*
3. *Create a series of works that responds to the self-initiated fine art photography brief.*
4. *Present final works and justify own approach in a self-evaluative critical manner.*

# Professional Photographic Practice

**Unit level (MQF): 5**

**Credits: 6**

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## Unit Description

This unit introduces learners to marketing, and its importance for professional practice. Learners by now should have identified their own chosen photographic specialist field, thus now learners need to analyse the importance of appropriate and professional branding. Learners will become familiar with the importance of creating their own corporate brand. Hence, learners will understand the importance of investigating marketing strategies and the value in creating a presence in a competitive marketplace.

Learners will then begin the task of creating a wide range of self-promotional materials such as creating pages on social media and using free website builders to create an online presence. Learners should also showcase recent and relevant photographs on their website with emphasis on sleek design and easy navigation. To complement their online presence learners will also create a printed portfolio. Added to this, learners will design and create their own curriculum vitae, cover letter and business card.

With their promotional materials completed learners will next analyse business opportunities, learning how to navigate the market and begin networking. Learners will also need to carry out a critical analysis of photographic legislation and ethical practice.

## Learning Outcomes

**On completion of this unit the student will be able to:**

- 1. Understand the importance for artists to be savvy about the market and marketing in relation to professional practice.*
- 2. Investigate the photography market and the relevant marketing strategies to create own corporate branding.*
- 3. Create an online presence by showcasing recent and relevant photographs to own brand.*
- 4. Analyse business opportunities and produce a professional portfolio and business card.*

## Dark Room Practice

**Unit level (MQF): 6**

**Credits: 6**

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### Unit Description

This is a skills based unit and will allow learners to demonstrate they have gained the necessary skills to create a series of exhibition quality photographic black and white prints from the darkroom.

The secrets of successful printing are a total mastery of the basic techniques and a good eye for pictures. Learning the basic techniques of black and white printing is a relatively straightforward matter: becoming a master of them takes years of experience. This unit distils those years of experience of the working methods into an introduction to black and white printing in the darkroom.

No matter how difficult a film negative may seem, or how complex an image may appear to be, the techniques required to print it are the same as those explained and taught in this unit. It is not closely-guarded secrets but ordinary practice that makes perfect prints.

The difference between a good print and a bad one is often down to the finest details and the most discerning eye. This unit will help learners to appreciate the importance of such details, making learners more critical of their work and so helping learners to improve their own printing skills.

Learners will research and apply technical skills over a selected range of darkroom printing techniques with the aim of producing a set of darkroom black and white prints. The unit is relevant to learners who wish to further develop and apply their knowledge of historical and contemporary darkroom practices and black and white photographic print production.

On completion of the unit, learners will understand how to utilise chemical and technical processes of the darkroom to make and produce a series of exhibition quality black and white photographic prints. On completion of the unit, learners will also have explored the underpinning knowledge and skills necessary to identify a range of darkroom photographic processes and their application. Initial research based methodology will allow learners to proceed to a series of practical project led assignments. This approach will allow learners to produce images that demonstrate their understanding of these techniques and reflect on their place and purpose in a photographic context.

## Learning Outcomes

On completion of this unit the learner will be able to:

1. *Research and evaluate a range of analogue black and white film and print processes.*
2. *Produce a range of finished black and white prints using and illustrating basic darkroom techniques.*
3. *Produce a range of finished black and white prints using and illustrating advanced darkroom techniques.*



# Event Organisation and Implementation

**Unit level (MQF): 6**

**Credits: 6**

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## Unit Description

This unit will give learners the opportunity and skills to conceptualize, organize and implement a professional photographic event. Learners will work together as a team as well as manage individual responsibilities, improving skills in team working, creative problem solving, time management and independent learning.

Learners will have the opportunity to research various aspects relevant to the design, curation, management and implementation of a photographic public event. Therefore, they must conduct both primary and secondary research from a range of sources. Hence they must physically attend a number of photographic events to observe and draw inspiration for the implementation of their own event. After gathering the necessary research and inspiration, they must brainstorm ideas for all aspects of their event to eventually agree on a formulated project plan. Learners must work together as a team to agree on decisions and each pull their weight in the project planning and implementation. As well as show good independent work when managing their own individual responsibilities.

This unit serves as a simulation for real experiences in the industry. Thus, this unit will give learners the practice, skills and approach necessary for the planning and implementation of such events in the future. This event will result in a final event, entirely designed, planned, built and presented by the learners. This event will showcase the learners' talents as well as give them the opportunity to talk about their work, network with industry professionals and meet potential employers.

## Learning Outcomes

**On completion of this unit the learner will be able to:**

1. *Conduct effective research relevant to the design, planning, organisation and management of a photographic public event.*
2. *Work effectively as a team and manage individual responsibilities for the planning and organisation stages of a photographic public event.*
3. *Construct and implement a professional photographic event within a team ensuring to conduct own responsibilities diligently.*
4. *Evaluate the final outcomes of the exhibition to determine own performance and results.*