

Module specification

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Module Code	ARD574
Module Title	Visual Language and cultural contexts
Level	5
Credit value	20
Faculty	FACE
HECoS Code	100063
Cost Code	GADC

Programmes in which module to be offered

Programme title	Is the module core or option for this programme
BA (Hons) Photography	Core

Pre-requisites

None

Breakdown of module hours

Learning and teaching hours	40 hrs
Placement tutor support	0 hrs
Supervised learning e.g. practical classes, workshops	20 hrs
Project supervision (level 6 projects and dissertation modules only)	0 hrs
Total active learning and teaching hours	60 hrs
Placement / work based learning	0 hrs
Guided independent study	140 hrs
Module duration (total hours)	200 hrs

For office use only	
Initial approval date	15/05/2024
With effect from date	September 2024
Date and details of revision	
Version number	1



Module aims

To foster an understanding and admiration for the socio-cultural environments in which modern visual culture functions.

To engage in a critical examination and exploration of various forms of photography, film, and media in relation to society, considering aspects such as audience, functionality, ethics, environments, and cultural dimensions.

To expand the awareness of critical and contextual aspects within the realms of photography and film disciplines concerning the subject matter under exploration.

To broaden both theoretical and practical expertise in various lens-based media by applying problem-solving skills, ultimately leading to design proficiency and production of a finished piece of work.

Module Learning Outcomes - at the end of this module, students will be able to:

1	Research a variety of academic and non-academic sources
2	Identify photographic and media theoretical and practical conventions and demonstrate this through solutions to assignments.
3	Demonstrate effective and functional solutions with presenting photographic media to an audience.
4	Evaluate methods of communication and appropriateness of media to a given assignment.

Assessment

Indicative Assessment Tasks:

Students will produce a body of work dependent on given assignments within Photography and related media subject areas. Assessment will be based on competence in research methodology, analysis of problems, expression of ideas and concepts, effectiveness of communication, choice of appropriate photography and media techniques, production process and presentation skills.

Assignments will be presented in an appropriate format for group analysis. Students will keep technical and production files and a reflective journal that documents their research, investigation of ideas and a reflective evaluation of their work. Attendance and contributions to seminars and critiques will also be taken into consideration when assessing students' performance and learning in this module.

Formative assessments through group critiques and individual tutorials will take place in stages through this module.

In assessing the learning outcomes, a variety of factors will be taken into account, these include:-

- Research and project design development.
- Conceptualisation of ideas.



- Communication of creative photography and media solutions.
- Appropriate use of media and techniques.
- Presentation and critical evaluation of finished work.

Assessment number	Learning Outcomes to be met	Type of assessment	Weighting (%)
1	1-4	Coursework	100

Derogations

N/A

Learning and Teaching Strategies

Key lectures by programme staff will analyse and explore different areas of photography practice. Themed seminars will consider social, ethical and cultural issues within the expanded field of photography and media practice that will encourage group debate. Students will develop personal research for their work and explore photography and media solutions in a variety of directions using appropriate modes of communication. Emphasis will be placed on research and analysis from critical and contextual viewpoints. Tutorial support and guidance will be provided at regular intervals to allow for negotiation and monitoring throughout the design process and production of work.

Students will select the subject matter and determine the approach and structure of their concepts and photography practice appropriate to their direction of study. They will consider the relationship between target audience and what is being communicated. Practical studio work will involve design and production of assignments within their chosen area of study through to a finished body of work and presentation. Students will make formal presentations of their work to their tutors and peer group for critical analysis. This will be completed in stages at specified points during the design and production of assignments.

Indicative Syllabus Outline

Students will explore through practice the integrative relationship between practice and processes, between ideas and issues, and between producer, mediator (tutor) and audience. Consideration of social, ethical, environmental and cultural issues within current practice will form part of this exploration. Students will initiate, develop and realise distinctive and creative work within their photography.

Indicative Content:

Exploration of a selected subject specialism in relation to themes of audience, ethics, developing and exploring narrative themes, social issues, documentary, informational, technical and educational solutions for photographic, and media sequences.

Indicative Bibliography:

Please note the essential reads and other indicative reading are subject to annual review and update.

Essential Reads

Martin Lester, P. Martin, S. Smith Rodden, M. (2022), *Visual Ethics A Guide for Photographers, Journalists, and Media Makers*. London: Routledge.

Fox, B. (2018), *Documentary Media. History, Theory, Practice*. London: Routledge.

Other indicative reading

Duganne, E. Diack, H. Weissman, T. (2020), *Global Photography A Critical History*. London: Routledge.

Warner Marien, M. (2021), *Photography Fifth Edition: A Cultural History*. London: Laurence King Publishing.

Shore, S. (2010), *The Nature of Photographs*. London: Phaidon.

Beckman, K., & Ma. J. (2008), *Still Moving: Between Cinema and Photography*. Durham, North Carolina: Duke University Press.

Current Journals

Aperture

British Journal of Photography

Source Magazine