

## Module specification

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Module Code	ARD499
Module Title	Introduction to Industry
Level	4
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

N/A

### Breakdown of module hours

Learning and teaching hours	36 hrs
Placement tutor support	0 hrs
Supervised learning e.g. practical classes, workshops	0 hrs
Project supervision (level 6 projects and dissertation modules only)	0 hrs
<b>Total active learning and teaching hours</b>	<b>36 hrs</b>
Placement / work based learning	0 hrs
Guided independent study	164 hrs
<b>Module duration (total hours)</b>	<b>200 hrs</b>

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

This module aims to introduce students to a diverse range of career possibilities within and beyond the photographic industries, fostering an understanding of the various pathways available to B.A(hons) Photography graduates. It will provide a comprehensive overview of the photographic industry and wider creative sectors, emphasising the diverse career opportunities that exist for graduates. The module seeks to equip students with practical strategies for understanding and professionally engaging with the photographic and media / creative sectors, from building engaging and dynamic profiles and portfolios to effectively approaching potential clients, organising exhibitions and composing applications. Additionally, it will enhance students' ability to articulate their artistic vision through verbal and written communication skills and basic digital competencies for promotional materials, underlying the importance of clear communication in building an identity for one's practice.

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

1	Identify career options within and beyond the photographic industry to inform their decisions about potential pathways.
2	Explain key components of the creative industries, outlining diverse career opportunities and trends shaping art world evolution.
3	Demonstrate initial competencies in engaging the art and media world, including compiling portfolios, and assisting with exhibitions.
4	Apply digital literacy skills to create materials for effective self-promotion and communication of photographic practice.

## Assessment

Indicative Assessment Tasks:

*This section outlines the type of assessment task the student will be expected to complete as part of the module. More details will be made available in the relevant academic year module handbook.*

Assessment Method: Portfolio

Students will submit a comprehensive portfolio demonstrating their achievement of the module's learning outcomes. The portfolio should include the following key elements:

**Gallery Guide:** A written guide discussing 2-3 local galleries relevant to the student's interests, summarizing the type of work exhibited and explaining how they connect artists to audiences.

**Career Map:** A visual map identifying and listing a minimum of 5 potential career pathways the student is interested in exploring further, spanning both traditional and non-traditional photographic fields. Links to an overview of each creative industry should be included.

**Artistic Profile:** An introductory artistic profile including 2-3 pieces of original work with titles, of their work, and a draft artist statement.

Exhibition Documentation: Documentation assisting with organising one group or class exhibition (or alternative public sharing) over the semester. This can include promotional materials, installation photos, visitor comments etc.

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

## Derogations

*None*

## Learning and Teaching Strategies

The teaching and learning strategies for this module encompass various approaches to enrich students' understanding and skills. Lectures aim to introduce students to various career possibilities, and strategies for professional engagement, related to careers and the creative industries. Gallery visits provide a hands-on experience, allowing students to directly observe and interact with gallery environments, applying concepts learned in lectures about different types of galleries. Portfolio building sessions offer students structured time to construct portfolios and promotional materials, fostering practical skill-building essential for engagement with the art and creative sectors. Peer presentations provide a platform for students to articulate their artistic identity and discuss their work, contributing to the development of effective communication abilities. Online research tasks encourage independent investigation into careers, industries, and galleries, promoting self-directed research and depth of knowledge. Together, these strategies create a comprehensive learning experience, incorporating theoretical knowledge with practical application and personal expression.

## Indicative Syllabus Outline

- Introduction to the global creative industries and trends
- Public and commercial galleries, publications, image libraries, art markets, online platforms
- Local gallery, creative agency, publication landscapes
- Self-employment and freelance strategies
- Practical strategies for engaging with agents, agencies, publications, cultural organisations and galleries
- Cultivating relationships, portfolio preparation, proposals
- Organising exhibitions, self-publishing, alternative modes of practice sharing
- Fundamentals of curating, installing work, documentation
- In-person networking, written materials, digital promotion
- Drafting written materials and applications
- Artistic statements, biographies, press releases
- Receiving feedback
- Peer, mentor, faculty feedback through in-class discussions

## Indicative Bibliography:

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

### Essential Reads

Werner, T. (2023), *The Business of Fine Art Photography Art Markets, Galleries, Museums, Grant Writing, Conceiving and Marketing Your Work Globally*. London: Routledge.

### Other indicative reading

Davis, R. & Tilley, A. (2016), *What they didn't teach you in art school : what you need to know to survive as an artist*. Lewes

Knight, C. K. & Senie, H. (eds.) (2020), *A companion to public art*. Paperback edition. Hoboken, NJ, USA: John Wiley & Sons, Inc.

O'Doherty, Brian. (2013), *Studio and cube : on the relationship between where art is made and where art is displayed*. New York: Princeton Architectural.

Kleon, A. (2012), *Steal like an artist :10 things nobody told you about being creative*. New York: Workman Publishing.