

Module specification

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Module Code	ARD640
Module Title	Presenting Practice to Audience: Photography
Level	6
Credit value	60
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	72 hrs
Placement tutor support	0 hrs
Supervised learning e.g. practical classes, workshops	24 hrs
Project supervision (level 6 projects and dissertation modules only)	24 hrs
Total active learning and teaching hours	120 hrs
Placement / work based learning	0 hrs
Guided independent study	480 hrs
Module duration (total hours)	600 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

The "Presenting Practice to Audience" module requires students to create a substantial, self-initiated body of studio work that demonstrates sophisticated conceptualisation and creative application of materials and methods. The outcomes of the work is intended for presentation to diverse professional audiences. The module aims to empower students to strategically align public exhibitions, publications and participation contexts with intended viewers and engagement goals, taking into account relevant cultural and industry considerations. Additionally, it seeks to provide students with resilient understandings, networks, and skills that support the establishment of adaptable creative practices aligned with personal visions, enabling participation within cultural areas of employment after graduation.

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

1	Strategically select, develop and exhibit elements of advanced individual photographic practice within a publicly accessible context or platforms.
2	Evaluative the progression of visual language, ideas, material expertise, contextual fluency, risk-taking and communication impact within finished artefacts.
3	Create exhibition displays, publications and marketing materials through intentional curation relevant to professional fields of focus.
4	Design appropriate promotional and self-representational materials for effectively conveying the creative identity, skills and offerings cultivated to diverse professional and public groups.
5	Evaluate and articulate individual planned transitions into professional practice beyond graduation encompassing sustainable creative growth, network establishment, and enterprise awareness.

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 will capture both speculative studio practice and professional situating learning outcomes through a combination of realized works, participation reports, promotional portfolios, industry evaluations, and transitional proposals. Detailed rubrics will evaluate sophistication of ideas, materials application, display intentionality, written communication abilities, contextual comprehension, planned progressions, and other module priorities.

Coursework: Studio Practice (75%)

- A proposal that clearly articulates conceptual framework, intended visual language, and the technical execution students plan to employ in their practice.
- Body of Completed Artworks: A coherent self-directed selection of finished artefacts exhibiting sophisticated ideation and actualisation.



- Reflective Visual Journal: Documenting and reflecting upon key artistic and photographic decisions, medial explorations, contextual insights etc. as work develops

Portfolio: Professional Practice (25%)

- Promotional Portfolio: Showcasing personal creative identity, skills and offerings through self-representational materials tailored for industry.
- Exhibition Review: Critical analysis of curatorial alignment choices
- Transition Proposal: Articulating planned sustainable progression encompassing projects, networks, training, professional practice and enterprise awareness

The weighting enables the predominant assessment focus to evaluate students' speculative studio practice while also requiring supplemental evidence of growing professional situating abilities. This combination empowers students to advance as self-directed artists equipped to sustain impactful creative careers within intended industries.

Assessment number	Learning Outcomes to be met	Type of assessment	Weighting (%)
1	1-3	Coursework	75%
2	4-5	Portfolio	25%

Derogations

None

Learning and Teaching Strategies

Delivery balances guided assignments, independent explorations, seminars, critiques, lectures, workshops, external projects, work experience opportunities, visiting creatives talks, tutoring, peer learning, and facilities access towards elevating sophisticated practice resonant with professional visions.

Indicative Syllabus Outline

- Contemporary contexts, theorists, issues for fields
- Developing professional creative identities
- Specialist facilities and technical workshops
- Public participation: exhibitions, communities
- Audience alignment: viewers, markets, commissioners
- Critical analysis and reflection practices
- Situating personal practice contextually
- Receiving critique on works in progress
- Business, entrepreneurship, networks
- Transitioning: sustainable trajectories
- Health and safety procedures for working across media and locations
- Documenting creative process through visual, written, digital formats
- Research skills: contextual, visual, academic conventions
- Professional practices health, safety, equity, ethics, and sustainability

Indicative Bibliography:

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

Wolf. S. (2019), *PhotoWork: Forty Photographers on Process and Practice (The photography workshop)*. New York: Aperture.

Shore. S. (2022), *Modern Instances: The Craft of Photography*. London: Mack.

Gervais, T. (2016), *The 'Public' Life of Photographs*. New York: MIT Press.

Current Journals

Aperture

British Journal of Photography

Source Magazine