



Programme Specification

AD-P-HND-2023: Art & Design (Photography)

Pearson Higher National Certificate awarded by Blackpool and The Fylde College (FHEQ Level 4)

Pearson Higher National Diploma awarded by Blackpool and The Fylde College (FHEQ Level 5)

Programme Status: Approved | Version: 1

Introduction

This programme specification provides a summary of the main features of the Art & Design (Photography) programme and includes the learning outcomes that you as a student are expected to have achieved on successful completion of the programme.

Further detailed information related to this programme and the College can be found in the following resources:

- Programme Handbook
- B&FC Admissions Policy
- Work based and placement learning handbook (for foundation degrees)
- Student guide to assessment and feedback

When undertaken as part of a Degree Apprenticeship additional information is available in the following resources:

- The Programme Delivery Plan
- The End Point Assessment Guide
- B&FC Mentor Guide
- B&FC Apprenticeship Strategy

Key Programme Information

Programme Code	AD-P-HND-2023
Programme Title	Art & Design (Photography)
Teaching Institution	Blackpool and The Fylde College
Professional, Statutory and Regulatory Body (PSRB) Accreditation	None
UCAS Code	
Language of Study	English
Version	1
Approval Status	Approved
Approval Date	07 September 2023
JACS Code	
Programme Leader	Jonathan Rowe

Programme Awards

Award	Award Type	Level	Awarding Body
Pearson Higher National Diploma	Higher National Certificate	Level 4	Liverpool John Moores University
Pearson Higher National Certificate	Higher National Certificate	Level 4	Pearson
Pearson Higher National Diploma	Higher National Certificate	Level 4	Scottish Qualifications Authority
Pearson Higher National Diploma	Higher National Certificate	Level 4	Blackpool And The Fylde College
Pearson Higher National Diploma	Higher National Certificate	Level 4	Pearson
Pearson Higher National Diploma	Higher National Certificate	Level 4	Lancaster University

Pearson Higher National Diploma	Higher National Certificate	Level 4	University of Salford
---------------------------------	-----------------------------	---------	-----------------------

Programme Overview

The B&FC HNC and HND in Art and Design, provides a broad and creative learning experience that will help you develop as a dynamic and enterprising individual, well equipped to succeed in the diverse sector which makes up the creative industries. The programme has been designed to be wide ranging and multi-disciplinary offering learning opportunities across the arts that will support your specialism in terms of knowledge, skills and understanding. You will not only study within your own specialism but have the chance to learn alongside others in the Art and Design cluster developing an insight and proficiency across many areas. The input from our experienced tutors and the exciting range of resources that the school of art offers, will support your vision and creativity, and allow you to gather a variety of transferable skills.

The photography pathway provides exciting opportunities for you to study a vibrant industry-relevant curriculum that develops multi-skilled creative practitioners who are aligned to a range of careers in the photography industries. The programme aims to equip you with the necessary knowledge and technical skills to enter the industry, develop a freelance profile or progress to further studies. The programme aims to provide you with a platform to begin or enhance your career and incorporate both technical training and practical elements that are related to a range of roles in the photography industry.

You will benefit from the expertise of the curriculum team. You will have access to a range of resources, including a photographic studio, a print room, traditional and digital dark room and 3D design and technology suite, think spaces and public gallery. Our studios are equipped with industry standard technology. Class sizes are normally small, which is very beneficial, and there is plenty of help and support.

Admission Criteria

Grade 4/C in both GCSE Maths and English.

-A minimum of 48 UCAS points in an appropriate discipline **which may include**

- 2x A Levels at grade D in appropriate discipline or

- Level 3 Extended Diploma or Merit from Level 3 Diploma in an appropriate discipline

or

- Foundation Diploma Art & Design (with evidence of a developing Photographic practice)

- An international equivalent of the above qualifications

Anyone who can demonstrate relevant work/life skills or knowledge can also be considered on an individual basis. Recognised prior learning may also be considered in accordance with the awarding body's regulations.

If English is not your first language, you will need to achieve an IELTS score of at least 5.5.

The admission criteria for the HND Art & Design (Photography) is successful completion of the HNC Art & Design (Photography).

Career Options and Progression Opportunities

Further Studies

The Level 4 Higher National Certificate provides a solid grounding in the disciplines of art and design Photography, which students can build on, should they decide to continue their studies beyond the certificate stage.

The Level 5 Higher National Diploma is recognised by Higher Education providers as meeting admission requirements to many relevant art and design courses, for example:

University of Central Lancashire (UCLan)

University of Salford

Manchester School of Art

UAL CSM

Employment Opportunities

HNC/D Art and Design Photography covers several careers in the photography industry. Photographers create work for a range of creative outputs and may be involved in exhibitions, publications, commissions and in support of the wider creative industry. Other employment opportunities include:

Junior property photographer

Junior photographer – Still life studio

Junior level e-commerce photographer

Apprentice/internship photographer

Apprentice/internship photographic assistant

Programme Aims

- Prepare individuals with entrepreneurial understanding and art and design skills for success in a range of roles within the photography industry.
- Enable progression to a university degree by supporting the development of appropriate academic study skills.
- Develop a wide range of technical art and design production skills and techniques and transferrable skills that are essential to succeed in the photography industry.
- Enable students to perform effectively in their chosen field with the qualities necessary for employment in situations requiring the exercise of personal responsibility and decision-making.
- Inform creative outputs through contextual approaches and critical thinking, with a focus on current and future fine art industry practices.
- To provide an alternative route into HE for those who wish to pursue education relevant to their level of study and ability, which serves as a foundation for further study and/or the workplace.

Programme Learning Outcomes

Level 4

Upon successful completion of this level, students will be able to:

1. Evaluate their own continuing professional development in line with wider commercial awareness of industry trends and the employment market.
2. Produce visual and creative outputs to industry standards and be competent with a range of technical processes
3. Plan projects and implement time management strategies
4. Collaborate with others offering different knowledge, views and experiences
5. Communicate ideas, design concepts and information to audiences using a range of presentation methods.
6. Apply a range of entrepreneurial tools and techniques to create a professional marketing presence required for effective networking in the industry.
7. Develop concepts and proposals for briefs in accordance with basic theories and concepts.

Level 5

Upon successful completion of this level, students will be able to:

8. Produce finished projects and creative outputs to industry standard requirements.
9. Produce creative outputs, using industry standard materials, techniques and processes in a professional context.
10. Critically evaluate own work and that of others to inform and enhance their creative and professional practice.
11. Communicate effectively with others to identify solutions to complex problems.
12. Generate ideas, concepts and proposals independently and collaboratively in response to set briefs and self-directed projects.
13. Apply technical competencies in a variety of visual arts contexts.

Programme Structure

Module	Level	Credits	%	Category	Description	Length/Word Count	Grading Method
Stage 1							
D/615/3515/UNIT4: Techniques & Processes (Mandatory)	4	15	100%	Practical: Other	n/a	0	Pass/Merit/Dist
F/615/3538/UNIT28: Communication in Art & Design (Mandatory)	4	15	100%	Coursework: Project	n/a	0	Pass/Merit/Dist
K/615/3520/UNIT10: Lighting for Photography (Mandatory)	4	15	100%	Coursework: Project	A set of photographic images with research journal and client facing evaluation document.	3000	Pass/Merit/Dist
L/615/3512/UNIT1: Professional Development (Mandatory)	4	15	100%	Coursework: Report	Research Journal and Report	0	Pass/Merit/Dist
M/615/3521/UNIT11: Photographic Practices (Mandatory)	4	15	100%	Coursework: Evaluative/ Reflective Report	A client facing evaluation document.	3000	Pass/Merit/Dist
M/615/3521/UNIT65: Location Photography (Mandatory)	4	15	100%	Coursework: Portfolio / e- Portfolio	Set of photographic images with a research journal and client facing evaluation document.	3000	Pass/Merit/Dist
R/615/3513/UNIT2: Contextual Studies (Mandatory)	4	15	100%	Coursework: Project	Project review	0	Pass/Merit/Dist
Y/615/3514/UNIT3P: Individual Project (Mandatory)	4	15	100%	Practical: Portfolio / e- Portfolio	n/a	2000	Pass/Merit/Dist
Stage 2							
H/618/1171/UNIT68: Commercial Photography (Mandatory)	5	15	-	Practical: Presentation	A 10 minute client facing presentation of the project rationale and outcome	10	Pass/Fail
			-	Coursework: Portfolio / e- Portfolio	Commercial portfolio, research journal, and client facing evaluation document.	2000	Pass/Fail
J/615/3542/UNIT32: Professional Practice (Mandatory)	5	15	100%	Coursework: Portfolio / e- Portfolio	n/a	0	Pass/Merit/Dist
K/615/3579/UNIT52: Moving Image (Mandatory)	5	15	100%	Coursework: Research Portfolio	n/a	3000	Pass/Merit/Dist

M/615/3549/UNIT38: Advanced Photography Studies (Mandatory)	5	30	100%	Coursework: Project	A Portfolio of photographs with a research journal and client facing evaluation document.	6000	Pass/Merit/Di st
R/615/3544/UNIT33: Applied Practice – Collaborative Project (Mandatory)	5	30	100%	Coursework: Project	n/a	0	Pass/Merit/Di st
Y/615/3559/UNIT47: Branding & Identity (Mandatory)	5	15	100%	Coursework: Portfolio / e- Portfolio	n/a	0	Pass/Merit/Di st

Study Workload

For each unit, you will have a number of hours timetabled each week where you will be supported by a subject specialist academic tutor. You are expected to attend all timetable sessions. If you wish to see a member of staff at another time either drop in, make an appointment in person, by phone or email. In addition to your timetabled sessions, you will be expected to undertake further study independently as described in the section on teaching and learning.

Programme Delivery: Learning and Teaching

The HN Photography programme will enable you to acquire a range of professional attributes, technical and practical skills in addition to academic and subject discipline knowledge. The academic and professional units are taught both through a central delivery allowing the students to interact and collaborate with others across the creative arts curriculum but also as integrated elements of the practice-based assessment briefs thereby emulating and encouraging 'Thinking and Making' elements within the learning process. Alongside the dedicated technical units there are many aspects of the programme that are designed to provide graduates of the programme with a range of transferable and sustainable skills required to succeed as creative practitioners.

A range of teaching and learning strategies will be used to create an inclusive learning environment and through a series of assessment briefs you will target skills acquisition producing evidence against learning outcomes across multiple units in each assessment. The majority of your learning and teaching will take place in the specialist studio environment delivered by the photography team, thereby mirroring the photography industry and providing opportunity for you to respond to briefs in a professional way. The remaining delivery will be through a series of shared sessions with students from other pathways, reflecting industry. Topics will include digital skills, study skills and context, professional practice, visual skills, and communication and presentation. These sessions will provide a valuable framework with which to support your learning across a range of different units and evidence will be provided within the individual specialist assessments. Lectures, seminars, critiques, study skills workshops, research trips and collaborative projects, will give you a varied and holistic experience, creating a solid foundation of learning that supports the development of your skills during the specialist elements of the pathways and preparing you for industry.

Throughout the programme, you will take an active role in your learning through a combination of enquiry, project, and problem-based learning by working collaboratively and in partnership with your fellow students, lecturers and specialist practitioners to take ownership of your personal and professional development. Developing you and your skillset to reach your potential in your chosen specialism. Working in partnership will support your learning processes and enable you to develop as an independent creative practitioner, peer to peer review, class discussions and seminars encourage the development of analysis, reflective thinking and self-evaluation, will support the development of confidence. Processes such as problem solving, deconstructing and experimenting are all facilitated within industry relevant assignments, to explore the range of outcomes possible when using the creative cycle and create varied and dynamic responses to challenging assignment briefs.

You will explore all the materials, techniques and processes that will give you the cutting-edge skills to be a practitioner in your chosen field. Exploring the new and emerging technologies within the field to create work that explore your ideas and concepts to develop your portfolio of work. The programme will give you the opportunity to develop key specialist skills, but also the key employability skills and behaviours that will prepare you for industry, providing the framework and opportunity for you develop and reach your potential.

Programme Delivery: Assessment

Assessment strategies will be varied so that you are able to develop transferable skills such as independence, collaborative working, digital and communication skills as well as subject specific knowledge.

For the majority of practical units, you will be asked to submit a body of work including both the practical output and the planning and development stages together with reflection on the project.

For many units, the practical demonstration of skills is necessary and, for others, you will need to carry out your own research and analysis, working independently or as part of a team.

You will be assessed using a variety of methods:

Individual portfolios

Tasks aimed at the assessment of specific skills (for example digital skills, production skills, research skills and skills of application)

- Practical skills demonstration
- Written essays and reports
- Reviews and evaluations
- Individual/group presentations
- Critical self and peer-evaluation

Assessment for learning strategies will include:

- Independent written research to develop arguments, reflection and evaluation.
- Group work to develop problem solving.
- Demonstrating techniques, best recorded as practical task rather than written, such as a demonstration.
- Review of progress in the form of continuous self-reflection; may include journals, blogs, setting of and achieving targets to improve professional practice.
- The assessment of a project, which may include multiple assessments in different formats.

You will be expected to evidence a breadth of subject knowledge, supported by industry context. Critical analysis of existing creative outputs, peer work or individual work will evidence engagement in a reflective process supported by engagement in critical debate and argument. Photography production skills, technology practices and communication skills will also be assessed in both theoretical and practical demonstrations.

Programme Delivery: Work Based and Placement Learning

The programme provides work-related learning opportunities which are designed to embed and develop a range of transferrable skills to prepare you for employment opportunities in a range of related creative professions. These include skills in spoken, written and visual communication, the ability to manage collaborative and independent projects, creative problem-solving.

Assessments are related to scenarios that occur in the industry.

Local employers will be engaged in certain aspects of the course which will be tailored to your development, skill set and knowledge. External engagement with industry representatives may include:

- Field trips to local destinations and environments
- Inviting members of the local creative communities to present guest lectures
- Including employers feedback on the validity of assessed presentations and/or products
- Establishing a panel of experts who students can pitch an idea to

Programme Delivery: Graduate Skill Development

Upon completion of your programme of study it's important that you are ready to embark on your chosen career. To facilitate this, we encourage you to develop and refine graduate attributes; designed to help you prepare for employment and succeed throughout your career.

As a B&FC graduate you'll be given the opportunity to benefit from these graduate attributes:

- A commitment to lifelong learning and career development
- Collaborative teamwork and leadership skills
- Personal and intellectual autonomy
- Ethical, social and professional understanding
- Communication, information and digital literacies
- Global citizenship
- Research, scholarship and enquiry skills
- Enterprise awareness and capabilities

Study Costs: Equipment Requirements

You will need to spend approximately £250 p.a. on basic materials such as studio equipment etc, as well as an SD card and hard drive. A full list of material requirements will be issued to you after enrolment. You should also be aware that there may be additional costs to consider such as optional educational visits and photocopying/printing.

Study Costs: Additional Costs

There will be a variety of trips and other activities that may incur a small fee, as well as the cost of materials and basic equipment listed above

Related Courses

The college offers a range of Higher Education programmes in complementary disciplines such as Acting, Music, Filmmaking and English which offer avenues for collaborative working with other students. This ethos is at the heart of our Higher Education provision and is something that can enhance your experience whilst you study, your ability to develop connections, internal and external to the college, and your prospects of landing the employment you seek. In addition, upon completing the course can continue with further study in this field or a related discipline. This avenue allows a more focused approach to your learning and gives you the opportunity to continue your education.