UNIVERSITY OF LINCOLN

Programme Specification

Title:

Contemporary Lens Media (Photography and Video)

Final Award: **Bachelor of Arts with Honours (BA (Hons))**

With Exit Awards at:
Certificate of Higher Education (CertHE)
Diploma of Higher Education (DipHE)
Bachelor of Arts with Honours (BA (Hons))

To be delivered from:

Level	Date
Level 1 or Certificate of Higher Education (CertHE)	2014-15
Level 2 or Diploma of Higher Education (DipHE)	2015-16
Level 3 or Bachelor of Arts with Honours (BA (Hons))	2016-17

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1. Introduction

This document describes one of the University of Lincoln's programmes using the protocols required by the UK National Qualifications Framework as defined in the publication *QAA guidelines for preparing programme specifications*.

This programme operates under the policy and regulatory frameworks of the University of Lincoln.

2. Basic Programme Data

Final Award: Bachelor of Arts with Honours (BA (Hons))

Programme Title: Contemporary Lens Media (Photography and Video)

Exit Awards and Titles   Certificate of Higher Education (CertHE)
Diploma of Higher Education (DipHE)
Bachelor of Arts with Honours (BA (Hons))

Subject(s)   Contemporary Lens Media

Mode(s) of delivery   Full Time
Part Time

Is there a Placement or Exchange?   No

UCAS code   W600

Awarding Body   University of Lincoln

Campus(es)   Lincoln Campus

School(s)   Lincoln School of Film & Media

Programme Leader   Adam Verity (AVerity)

Relevant Subject Benchmark Statements

Professional, Statutory or Regulatory Body Accreditation

Programme Start Date   2014-15

3. Programme Description

3.1 Overview

3.2 Aims and Objectives

Lens-based images (photography, video, film, still and moving image production) are probably the greatest cultural influence in the world today, having a wider range of application and creative expression than any other form of visual communication. From the use of lens-based media in fine art practice, to commercial, promotional and other media applications, lens-based images are produced for many different purposes, audiences and environments.

BA (Hons) Contemporary Lens Media (Photography & Video) aims to provide a high quality subject specialist education that will effectively enable students to either progress to employment across a range of lens media and related industries or to postgraduate study. The programme is designed to be exciting, demanding, challenging and intellectually stimulating, offering students a broad lens-based educational experience within an art and design context. It aims to develop and refine an in depth understanding of the subject whilst encouraging creative exploration of lens media materials, methods and techniques. Essential to the programme of study is the development of visual communication skills with the aim of fostering lucid and mature expression of ideas and concept

Internal contexts:
BA (Hons) Contemporary Lens Media (Photography & Video) has been developed as a specialist single honours degree at the Lincoln School of Art and Design since 2002. The current major combinations of Joint Degree programmes - with Fine Art, and Graphic Design, are also available as separate curricula. The BA (Hons) Contemporary Lens Media (Photography & Video) programme is seen as a key programme in the Art & Design portfolio of the School. The programme contributes to the strategic development of the University through its undergraduate provision and position in the marketplace, providing progression from undergraduate to postgraduate study. It also provides opportunity for international links to be further explored and to increase the potential for application from overseas students.

External contexts:
The BA (Hons) Contemporary Lens Media (Photography & Video) programme - emphasising a creative approach to the subject within an art and design context - has been designed to provide an environment in which the acquisition of skills and development of ability will allow graduates to proceed successfully into the broad and rapidly expanding media and media-related industries. This expansion of the communication industries is generating new and exciting vocational opportunities in lens-based media in an increasingly global context. Career opportunities for students skilled in visual communication are wide ranging and involve many of the following industries; design, advertising, fashion, industrial, architectural, print communication, media design, community, broadcast communications, digital communications, education, and other service industries. Existing close links with industry and individual practitioners continue to be developed and enhanced, thereby ensuring the relevance of the programme to the needs of industry.

3.3 Variations to Standard Regulations and Guidance

None

4. Programme Outcomes

Programme-level learning outcomes are identified below.

Refer to *Appendix I – Curriculum Map* for details of how outcomes are deployed across the programme.

4.1 Knowledge and Understanding

On successful completion of this programme a student will have knowledge and understanding of:

1   The principal aim of the BA (Hons) Contemporary Lens Media (Photography and Video) programme is to facilitate acquisition of appropriate subject knowledge and understanding, development of the necessary personal attributes, and mastery of the essential skills which will equip and prepare students for continuing personal development and professional practice.

2   Higher education in BA (Hons) Contemporary Lens Media (Photography and Video) aims to develop both subject-specific and generic knowledge and understanding, attributes and skills, as well as providing opportunities to consolidate and extend learning in different contextual frameworks and situations, both within and beyond the field of art and design.

4.2 Subject Specific Intellectual Skills

On successful completion of this programme a student will be able to:

3   The critical and contextual dimensions of the student's discipline(s) in particular, and of art and design in general; for example the business, cultural, economic, environmental, ethical, global, historical, political, societal, and/or theoretical contexts.

4   The artist's or designer's practitioner's relationship with audiences, clients, markets, users, consumers, and/or participants.

5   The implications and potential for their discipline(s) presented by the key developments in current and emerging media and technologies and in interdisciplinary approaches to contemporary practice in art and design.

6   The relationship between the aesthetic and utilitarian dimensions (form and function).

7   The significance of the works of other practitioners.

4.3 Subject Specific Practical Skills

On successful completion of this programme a student will be able to:

8   Able to generate ideas, concepts, proposals, solutions or arguments independently and/or collaboratively in response to set briefs and/or as self-initiated activity.

9   Able to employ both convergent and divergent thinking in the processes of observation, investigation, speculative enquiry, visualisation and/or making.

10   Able to select, test and make appropriate use of materials, processes and environments.

11   Able to develop ideas through to material outcomes; for example images, artifacts, products,

12   Able to manage and make appropriate use of the interaction between intention, process, outcome, context, and the methods of dissemination.

13   Able to apply resourcefulness and entrepreneurial skills to support their own practice, and/or the practice of others.

14   Able to employ materials, media, techniques, methods, technologies and tools associated with the discipline(s), studied with skill and imagination whilst observing good and safe working practices.

4.4 Transferable Skills and Attributes

On successful completion of this programme a student will be able to:

15   Able to study independently, set goals, manage their own workloads and meet deadlines.

16   Able to anticipate and accommodate change, and work within the contexts of ambiguity, uncertainty, and unfamiliarity.

17   Able to be critically aware and able to analyse information and experiences, formulate independent judgements, and articulate reasoned arguments through reflection, review and evaluation.

18   Able to formulate reasoned responses to the critical judgements of others.

19   Able to identify personal strengths and needs.

20   Able to interact effectively with others, for example through collaboration, collective endeavour and negotiation.

21   Able to articulate ideas and information comprehensibly in visual, oral and written forms.

22   Able to present ideas and work to audiences in a range of situations.

23   Able to source, navigate, select, retrieve, evaluate, manipulate and manage information from a variety of sources.

24   Able to select and employ communication and information technologies.

For details of each module contributing to the programme, please consult the module specification document.

5. Learning, Teaching and Assessment Strategies

5.1. Learning and Teaching Strategy

The teaching and learning strategy adopted within BA (Hons) Contemporary Lens Media (Photography & Video) derives from the learning outcomes embedded within the programme's modular structure and integrated within the practical and theoretical assignments. Emphasis is placed on encouraging the active involvement of students in their learning and the creative development of their understanding of the subject. To this end, learning is mainly project-based; learning by is achieved by 'doing and reflecting'. In practical terms this involves the generation, development, communication, realisation and evaluation of creative ideas accomplished via lens based image production.

The first year of the programme offers a broad introduction to basic technical and conceptual skills across photography, moving image, and digital imaging. This provides the basis for informed choice of specialist study at levels two and three. At level two students undertake more advanced study and may choose to specialise within photography or moving image. Participation in national competitions, award schemes, film and moving image festivals, etc. is encouraged within the programme; these not only provide demanding assignments, but also offer other benefits such as opportunities for work placements, travel bursaries, professional qualifications and affiliations.

Academic guidance and support in selecting a specialism is provided via a mentoring scheme. Each student is allocated a mentor whose main role is to help the student understand the programme and its key features, especially the particular pathways available at level two. The mentor provides advice and guidance as to the suitability of module choice for that particular student in terms of meeting their individual career aspirations.

Through discussion with academic staff, students at level three determine the nature and direction of their practical work and thus are encouraged to take full responsibility for the management of their learning. The process ensures that, for assessment purposes, learning outcomes are clearly stated and reflect the intellectual rigour appropriate to this level of undergraduate study. Open discussion, as well as group/ peer assessment and appraisal of practical work, are encouraged to ensure that all students will be self reliant and adequately prepared for seeking employment or progression to postgraduate level study.

Teaching and Learning is facilitated via:
• Lecture programmes, to introduce key concepts and issues, and provide the essential information and knowledge necessary to support self-directed investigation and practical application;
• Seminars and forums, to provide opportunities for student-led and tutor-directed exploration and debate around project-related topics;
• Practical workshops with tutor guidance and consultation, to provide opportunities for the development of competence-based skills and ensure successful progression of practical assignments;
• Critiques, to provide formative feedback through discussion, reflection and evaluation of learning outcomes with both tutor and peer group;
• One-to-one tutorial support, to provide opportunities for discussion of individual student progress;
• Team-based assignments and presentations, to support the development of transferable skills, including the ability to empathise, interact and work co-operatively with others;
• Self-directed study, involving investigation and the undertaking of practical projects with access to learning resources - with technical support - to further knowledge and understanding whilst developing practical skills and creative abilities;

• Critical evaluation of learning achievement to develop the ability for objective self-reflection and assessment of responses to assignments.
• Study visits and field trips, to extend and enhance both subject specific learning and students educational experience.

Personal Development Planning (PDP):
Throughout the programme students will be supported to critically reflect upon their learning and achievements so they may plan effectively for further study and career opportunities. This is known as Personal Development Planning (PDP) and along with a transcript of marks it forms a Progress File for the student.

PDP is an active learning process that students manage for themselves with the support of the programme structure. It will become a resource that they can then use to generate CV's and statements for a range of applications, as well as enabling reflection upon on their own learning experience as a means to inform future personal and professional direction.

Each module on the programme directly supports PDP and the Subject Handbook will detail how students might collate this information.

5.2. Assessment Strategy

Assessment for BA (Hons) Contemporary Lens Media (Photography & Video) is in accordance with current University assessment policies and guidelines. Throughout the programme student progress is assessed via both formative and summative assessment methods; these are seen as integral to the learning process. Assessment is directly linked to the subject benchmarks/programme learning outcomes.

Formative:
Informal appraisal and feedback takes place throughout the process of research and development of practical work. This involves students in an ongoing discussion regarding their individual progress and achievement. Throughout the programme formative assessment - including peer assessment, group and individual discussions/ seminars, critiques and tutorials, self assessment and evaluative statements, plus verbal tutor feedback - provides students with guidance on their performance during the module.

Summative:
Summative assessment occurs at the end of the module. Assessment criteria and the evidence required to successfully complete assignments are clearly outlined on each assignment brief. The work is assessed against the learning outcomes as specified in the subject/ module handbooks and outlined on project briefs. Assessment is based on practical and/or written work and/or verbal presentations. Although formative assessment is undertaken throughout, the final grade awarded to the student is based upon the submission of the completed projects and assignments. Tutors look for evidence that all criteria have been complied with and all aims and learning outcomes for the assignment have been achieved.

Written feedback is provided at the summative assessment stage, providing the student with a record of their level of achievement pertaining to each of the specified learning outcomes for that module, as well as suggesting how improvements might be attained in the future. To ensure objectivity and fairness, all assignment work is double marked prior to verification by external examiners and the

submission of a final mark to the Subject Examination Board. This gives a top-level indication of the scheduling and distribution of assessment modes within the programme. Details of module assessment strategy are included with each module specification.

6. Programme Structure

The total number of credit points required for the achievement of Certificate of Higher Education (CertHE) is 120.

The total number of credit points required for the achievement of Diploma of Higher Education (DipHE) is 240.

The total number of credit points required for the achievement of Bachelor of Arts with Honours (BA (Hons)) is 360.

Level 1

Title	Credit Rating	Core / Optional
Introduction to Photography 2014-15	45	Core
Introduction To Moving Image 2014-15	45	Core
Introduction To Lens Media History and Theory 2014-15	30	Core

Level 2

Title	Credit Rating	Core / Optional
Advanced Lens Media 1: Critical Approaches to Contemporary Practice 2015-16	45	Core
Advanced Lens Media 2: Self Initiated Practice 2015-16	45	Core
Contemporary Contexts: Lens Media 2015-16	30	Core

Level 3

Title	Credit Rating	Core / Optional
Major Project 1: Exhibition 2016-17	45	Core
Major Project 2: Portfolio 2016-17	45	Core
CLM Independent Study: Dissertation 2016-17	30	Core

Appendix I - Curriculum Map

This table indicates which modules assume responsibility for delivering and ordering particular programme learning outcomes.

Key: ✓   Delivered and Assessed   Delivered   ✓   Assessed

Level 1

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
Introduction To Lens Media History and Theory 2014-15			✓		✓		✓		✓			
Introduction To Moving Image 2014-15							✓	✓	✓	✓	✓	
Introduction to Photography 2014-15			✓				✓	✓		✓	✓	

	PO13	PO14	PO15	PO16	PO17	PO18	PO19	PO20	PO21	PO22	PO23	PO24
Introduction To Lens Media History and Theory 2014-15			✓		✓	✓			✓		✓	✓
Introduction To Moving Image 2014-15		✓	✓		✓	✓		✓				
Introduction to Photography 2014-15		✓	✓		✓				✓	✓		✓

Level 2

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
Advanced Lens Media 1: Critical Approaches to Contemporary Practice 2015-16			✓	✓	✓		✓	✓	✓	✓	✓	✓
Advanced Lens Media 2: Self Initiated Practice 2015-16			✓	✓			✓	✓	✓	✓	✓	✓
Contemporary Contexts: Lens Media 2015-16			✓	✓	✓	✓	✓	✓				

	PO13	PO14	PO15	PO16	PO17	PO18	PO19	PO20	PO21	PO22	PO23	PO24
Advanced Lens Media 1: Critical Approaches		✓	✓		✓				✓			

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
to Contemporary Practice 2015-16												
Advanced Lens Media 2: Self Initiated Practice 2015-16	✓	✓	✓	✓	✓	✓	✓		✓		✓	
Contemporary Contexts: Lens Media 2015-16			✓		✓				✓		✓	✓

Level 3

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
CLM Independent Study: Dissertation 2016-17			✓			✓			✓			
Major Project 1: Exhibition 2016-17				✓	✓		✓	✓	✓	✓	✓	✓
Major Project 2: Portfolio 2016-17							✓	✓				

	PO13	PO14	PO15	PO16	PO17	PO18	PO19	PO20	PO21	PO22	PO23	PO24
CLM Independent Study: Dissertation 2016-17					✓	✓					✓	✓
Major Project 1: Exhibition 2016-17		✓	✓	✓	✓			✓	✓	✓		
Major Project 2: Portfolio 2016-17		✓	✓	✓	✓				✓			

Appendix II - Assessment Map

This table indicates the spread of assessment activity across the programme. Percentages indicate assessment weighting.

Level 1

	01	02	03	04	05	06	07	08	09	10	11	12
Introduction To Lens Media History and Theory 2014-15												
Introduction To Moving Image 2014-15												
Introduction to Photography 2014-15												

	13	14	15	16	17	18	19	20	21	22	23	24
Introduction To Lens Media History and Theory 2014-15												
Introduction To Moving Image 2014-15												
Introduction to Photography 2014-15												

	25	26	27	28	29	30	31	32	33	34	35	36
Introduction To Lens Media History and Theory 2014-15				100								
Introduction To Moving Image 2014-15				100								
Introduction to Photography 2014-15				100								

	37	38	39	40	41	42	43	44	45	46	47	48
Introduction To Lens Media History and Theory 2014-15												
Introduction To Moving Image 2014-15												
Introduction to Photography 2014-15												

	49	50	51	52	EP
Introduction To Lens Media History and Theory 2014-15					

Introduction To Moving Image 2014-15												
Introduction to Photography 2014-15												

Level 2

	01	02	03	04	05	06	07	08	09	10	11	12
Advanced Lens Media 1: Critical Approaches to Contemporary Practice 2015-16												
Advanced Lens Media 2: Self Initiated Practice 2015-16												
Contemporary Contexts: Lens Media 2015-16												

	13	14	15	16	17	18	19	20	21	22	23	24
Advanced Lens Media 1: Critical Approaches to Contemporary Practice 2015-16												
Advanced Lens Media 2: Self Initiated Practice 2015-16												
Contemporary Contexts: Lens Media 2015-16												

	25	26	27	28	29	30	31	32	33	34	35	36
Advanced Lens Media 1: Critical Approaches to Contemporary Practice 2015-16				100								
Advanced Lens Media 2: Self Initiated Practice 2015-16				100								
Contemporary Contexts: Lens Media 2015-16				100								

	37	38	39	40	41	42	43	44	45	46	47	48
Advanced Lens Media 1: Critical Approaches to Contemporary Practice 2015-16												
Advanced Lens Media 2: Self Initiated Practice 2015-16												

Contemporary Contexts: Lens Media 2015-16											

	49	50	51	52	EP
Advanced Lens Media 1: Critical Approaches to Contemporary Practice 2015-16					
Advanced Lens Media 2: Self Initiated Practice 2015-16					
Contemporary Contexts: Lens Media 2015-16					

Level 3

	01	02	03	04	05	06	07	08	09	10	11	12
CLM Independent Study: Dissertation 2016-17												
Major Project 1: Exhibition 2016-17												
Major Project 2: Portfolio 2016-17												

	13	14	15	16	17	18	19	20	21	22	23	24
CLM Independent Study: Dissertation 2016-17												
Major Project 1: Exhibition 2016-17												
Major Project 2: Portfolio 2016-17												

	25	26	27	28	29	30	31	32	33	34	35	36
CLM Independent Study: Dissertation 2016-17				100								
Major Project 1: Exhibition 2016-17				100								
Major Project 2: Portfolio 2016-17				100								

	37	38	39	40	41	42	43	44	45	46	47	48
CLM Independent Study: Dissertation 2016-17												
Major Project 1: Exhibition 2016-17												

Major Project 2: Portfolio 2016-17													

	49	50	51	52	EP
CLM Independent Study: Dissertation 2016-17					
Major Project 1: Exhibition 2016-17					
Major Project 2: Portfolio 2016-17					

Appendix III - Benchmark Analysis

This table maps programme learning outcomes to relevant QAA subject benchmark statements or PSRB guidelines.

Knowledge and Understanding

	Art01	Art02	Art03	Art04	Art05	Art06	Art07	Art08	Art09
PO1									
PO2									

	Art10	Art11	Art12	Art13	Art14	Art15	Art16	Art17
PO1								
PO2								

Subject Specific Intellectual Skills

	Art01	Art02	Art03	Art04	Art05	Art06	Art07	Art08	Art09
PO3									
PO4									
PO5									
PO6									
PO7									

	Art10	Art11	Art12	Art13	Art14	Art15	Art16	Art17
PO3								
PO4								
PO5								
PO6								
PO7								

Subject Specific Practical Skills

	Art01	Art02	Art03	Art04	Art05	Art06	Art07	Art08	Art09
PO8									
PO9									
PO10									
PO11									
PO12									
PO13									
PO14									

	Art10	Art11	Art12	Art13	Art14	Art15	Art16	Art17
PO8								
PO9								
PO10								
PO11								
PO12								
PO13								
PO14								

Transferable Skills and Attributes

	Art01	Art02	Art03	Art04	Art05	Art06	Art07	Art08	Art09
PO15									
PO16									
PO17									
PO18									
PO19									
PO20									
PO21									
PO22									

PO23								
PO24								

	Art10	Art11	Art12	Art13	Art14	Art15	Art16	Art17
PO15								
PO16								
PO17								
PO18								
PO19								
PO20								
PO21								
PO22								
PO23								
PO24								

Appendix IV:
Benchmark Benchmark Statement(s)

Art01 - *Present evidence that demonstrates some ability to generate ideas independently and/or collaboratively in response to set briefs and/or as self-initiated activity.*

Art02 - *Demonstrate proficiency in observation, investigation, enquiry, visualisation and/or making.*

Art03 - *Develop ideas through to outcomes that confirm the student's ability to select and use materials, processes and environments.*

Art04 - *Make connections between intention, process, outcome, context, and methods of dissemination.*

Art05 - *Knowledge and understanding of the broad critical and contextual dimensions of the student's discipline(s)*

Art06 - *Knowledge and understanding of the issues which arise from the artist's or designer's relationship with audiences, clients, markets, users, consumers, and/or participants.*

Art07 - *Knowledge and understanding of major developments in current and emerging media and technologies in their discipline(s)*

Art08 - *Knowledge and understanding of the significance of the work of other practitioners in their discipline(s)*

Art09 - *Exercise self-management skills in managing their workloads and meeting deadlines.*

Art10 - *Accommodate change and uncertainty.*

Art11 - *Analyse information and experiences, and formulate reasoned arguments.*

Art12 - *Benefit from the critical judgements of others and recognise their personal strengths and needs.*

Art13 - *Apply interpersonal and social skills to interact with others.*

Art14 - *Communicate ideas and information in visual, oral and written forms.*

Art15 - *Present ideas and work to their audiences.*

Art16 - *Apply information skills to navigate, retrieve, and manage information from a variety of sources.*

Art17 - *Select and employ communication and information technologies.*