

Module Code: Professional Photographic Practice
BAPH03H

Level: 6

Credit Value: 45

Pre-Requisites:

Module Description

This module synthesises the learning on the programme and represents a major body of work for exhibition and assessment.

The emphasis for photography students will be on establishing a clear relationship between personal ambition and the production of work which fully demonstrates both the students' creative potential and technical skills in order that those ambitions can be realised. Students will combine existing knowledge and understanding to new ideas and approaches in the production of an independently formulated exhibition proposal. Through negotiation and tutorials, students refine these ideas to produce a professional and assured body of work. Students are expected to contextualise their work in relation to their subject and its treatment, and the student's own targets for post-study career progression.

Students will have the opportunity to present their work in exhibition form both on-site and at a London venue.

Learning Outcomes

On successful completion of this module students will be able to:

1. Produce a body of work commensurate with professional standards in their chosen specialist approach within Photography.
2. Demonstrate sustained visual research and conceptual development.
3. Demonstrate detailed and imaginative investigation of a chosen theme or context.
4. Demonstrate analytical and critical judgement in the development of a body of visual work.
5. Present and contextualise their work in an appropriate and professional manner.

Indicative Content

- Provide a written proposal of 500 words plus a schedule outlining personal aims for this module in the context of career aims.

- Liaison with relevant professional/environmental bodies.
- Evidence of personal enquiry through related documented research and the development of photographic concepts.
- Employment of professional, structured working practices in conjunction to personal schedule.
- Communicate concepts and their development to peer group using standard audio/visual technologies.
- Development to a professional standard of photographic processes and/or technologies in the pursuit of a personal communicative visual/textual language.
- Engagement with processes and contexts of display in the hanging of an exhibition.
- Peer assessment: display of work and oral evaluation by students of the group's work.
- Self assessment: analysis of personal management and progress during this module.

Learning & Teaching Strategies

Technical Workshops

Briefings

Tutorials

Independent Learning

Seminars

Work Critiques

Peer Learning

Optional Supporting Practical Workshops (including Printmaking, Computing)

Field Visits

This module will be delivered through studio and workshop practice, seminars, tutorials and critiques. It will also include visits to external companies, agencies, institutions and exhibitions.

Assessment

100% Course work including:

A developed, substantial and refined body of photographic work, effectively and appropriately displayed / exhibited to the public.

Supporting work such as sketchbooks, files demonstrating a development of concept and idea. Awareness of professional context and contemporary precedents.

Evidence of exhibition planning through:

- Strategic Plan

- Personal Practice Proposal and Its Context
- Promotional Material
- Costing
Exhibition Proposal

Specific Learning Resources

Photography Studio; Black and White and Colour Darkrooms. Computing Equipment including Adobe Photoshop. Printmaking Resource Area

Bibliography

Highly Recommended

Bright, S., (2006), *Art Photography Now*, London; Thames and Hudson
 Demos, T.J., (2006) *Vitamin Ph: New Perspectives in Photography*, London: Phaidon
 Ewing, W.A., & Herschdorfer, N., (2008) *reGeneration: 50 Photographers of Tomorrow*, London: Thames and Hudson

Recommended

Bourriaud, N., (2005) *Postproduction: Culture as Screenplay: How Art Reprograms the World*, New York: Lukas & Sternberg; 2nd edition
 Benjamin, W., (1992) ; *Illuminations* ; London: Fontana
 Crimp, D., and Lawler, L., (1995) *On the Museum's Ruins*, Cambridge, MA: MIT Press
 Elkins, J. (ed)., (2006) *Photography Theory*, London: Routledge
 Ferguson, Greenberg, & Nairne., eds., (1996) *Thinking About Exhibitions*, London: Routledge,
 Fried, M., (2008) *Why Photography Matters as Art as Never Before*, New Haven; Yale University Press
 Hurn, D., (2001) *On Being A Photographer: A Practical Guide*, London: Lenswork

Background

Foster, H. et. al., (2004) *Art Since 1900: Modernism, Antimodernism and Postmodernism*, London: Thames & Hudson.
 Harrison, Charles and Paul Wood, (2003); *Art in Theory, 1900-2000: An Anthology of Changing Ideas*; Oxford: Blackwell
 Jeffrey, I., (1981) *Photography: A Concise History*, London: Thames and Hudson
 Lenman, R., (2008) *The Oxford Companion To The Photograph*, Oxford: Oxford University Press
 McShine, K., (1999) *Museum as Muse. Artists Reflect*, New York: Museum of Modern Art