

**Module Code:** Professional Development Planning  
BAPH02H

**Level:** 6

**Credit Value:** 15

**Pre-Requisites:**

### **Module Description**

This module enables students to carry out in-depth contextual and technical research into personal and professional interests: It also encourages them to plan for future practice. It is about a developmental process that each individual moulds to suit their own needs and interests over time. It looks at the process of managing PDP once individuals have embarked on the journey of self-discovery and life planning.

Photography students will be expected to engage with their likely career progression routes, identifying appropriate forms of practice, practical and logistical requirements to achieve this career progression, the establishing of a range of contacts and potential clients, collaborators and platforms, opportunities for furthering experience and gaining employment. This will take both the form of generalized knowledge of the specific field, and in-depth knowledge and awareness of the work of specific key practitioners, major exhibitions, expos and trade shows. Further research into technical processes and methods of professional display will allow students to move seamlessly into the specialist area of photographic practice. Students may also explore the development of their practice through progression to further study, refining critical awareness, familiarity with exhibitions and key discourses, and appropriate postgraduate programmes.

### **Learning Outcomes**

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

1. Undertake specific theoretical and/or technical research to support personal and professional interests.
2. Analyse the nature and context of the research.
3. Organise and plan future practice.

### **Indicative Content**

This is a self managed module which is supported by tutorial guidance and discussion.

- Personal influences, inspiration, values, vision, goals, motivation.
- Performance styles, habits, preferences.
- Creativity/creative problem solving.
- Analysis of personal visual work.
- Contextualising personal work.
- Communication styles and skills.

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- Professional contacts.
- Ethics.
- Audio/visual presentation.
- Self promotion, curriculum vitae.
- Evaluation.

## Learning & Teaching Strategies

Technical Workshops

Briefings

Tutorials

Independent Learning

Seminars

Work Critiques

Peer Learning

Optional Supporting Practical Workshops (including Printmaking, Computing)

Field Visits

This research module is based upon an ongoing tutorial process, during which a varied range of references may be recommended according to the emerging direction of the students work. It will also include visits to external companies, agencies, institutions and exhibitions.

Assessment (Presentation during final month of delivery / Illustrated file by summative assessment following hand-in during final week):

60% Illustrated Personal Development Plan report of 1500 words including primary and secondary research for major project.

40% audiovisual presentation of between 10 – 15 minutes Outlining future career plans supported by personal promotional material.

## Specific Learning Resources

Learning resources may be expected to include websites, video, and gallery-based materials as well as library sources.

## Bibliography

### Highly Recommended:

Corner, L. (2003) *The Code of Practice, for the visual arts, for artists*, an Publishing.

Longson, S. (2006) **Life After...Art and Design: A practical guide to life after your degree (Life After University)**. London Routledge

Battenfield, J. (2009) **The Artist's Guide: How to Make a Living Doing What You Love**. Cambridge, Mass: Da Capo Press.

Taught from 2012/13 Academic Year

Gray, C. (2004) **Visualizing Research: A Guide To The Research Process In Art And Design**. Aldershot: Ashgate Publishing.

Websites:

[www.arts.ac.uk/careers/](http://www.arts.ac.uk/careers/)

[www.creative-choices.co.uk/](http://www.creative-choices.co.uk/)

[www.bipp.com/](http://www.bipp.com/) (British Institute of Professional Photographers)

[www.photoassist.co.uk/](http://www.photoassist.co.uk/) (register to be a photographers assistant)

Recommended:

Inc Facts on File, (2004) **Top Careers for Art Graduates**. Chicago: Ferguson Publishing Company.

Collier, J.(1986) **Visual Anthropology: Photography as a Research Method**. Revised & enlarged Edition. University of New Mexico Press.

Schon D. (1995) **The Reflective Practitioner: How Professionals Think in Action (Arena)**. New edition Aldershot: Ashgate Publishing.

[www.nctj.com/](http://www.nctj.com/) (National council for the training of journalists).

[www.24seveninc.co.uk](http://www.24seveninc.co.uk)

[www.a-n.co.uk](http://www.a-n.co.uk)

[www.artsthread.com](http://www.artsthread.com)

[www.pwc.com/uk/careers](http://www.pwc.com/uk/careers)

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### **Organisations**

Museums and galleries such as

V&A

Tate

National Media Museum, Bradford

The Photographer Gallery, London

Side Gallery, Newcastle upon Tyne

### **Recommended Periodicals**

Media Culture and Society, Art Review, Eye, Creative Review, I.D., Frieze, Time Out, Wallpaper, Photo works, Portfolio, Screen Daily broadsheets for education and media