ual: london college of communication

MA Commercial Photography

Course Handbook 2024/25

Full-time | 15 months | September 2024 enrolment

Awarding Body	University of the Arts London
College	London College of Communication
School	Media
Programme	LCC Photography(L046)
Course AOS Code	LCCMACPHF01
FHEQ Level	Level 7 Masters
Course Credits	180
Mode	Full Time
Method	Face to Face
Duration of Course	15 months
Valid From	September 1st 2024
Scheduled Learning and Teaching	Details of the Scheduled Learning and Teaching can be found on your student portal on SITS, the UAL student records system, at the following link: https://sits.arts.ac.uk/urd/sits.urd/run/siw_lgn Click on the "Scheduled Learning and Teaching" tab on the home screen when you have logged in using your UAL details.

Awards and Percentage of Scheduled Learning

Year 1

Awards	Credits
Postgraduate Certificate (Exit Only)	60
Postgraduate Diploma (Exit Only)	120
Master of Arts	180

Scheduled Learning Split by Level	
Level 7	19%
Total Scheduled Learning Split	**19%**

Course Aims and Outcomes

The Aims and Outcomes of this Course are as follows:

Aim/Outcome	Description
Aim	Facilitate substantial development of your creative and professional photographic abilities, techniques, critical-awareness, evaluation and personal vision within the framework of commercial practice.
Aim	Prepare you for the realities of the current commercial working environments by equipping you with comprehensive practical and methodological frameworks to operate sustainably within the professional arena, and the advanced skills needed to gain commissions and employment.
Aim	Establish a dynamic and meaningful framework of creative and critical awareness of contemporary and historical commercial photographic practices enabling you to situate yourself within the context of wider social, economic, ethical and political forces.
Aim	Equip you with the appropriate conceptual frameworks and advanced research methodologies to enable you to undertake independent learning and decision-making in complex and unpredictable situations.
Aim	Develop the systematic understanding of knowledge and processes to conduct an independent, self-directed major project that reflects creative and academic rigour, along with a developed visual sense and critical evaluation.
Outcome	Demonstrate your creative, visual, intellectual and technical abilities to produce work to a professional standard within the fields of commercial photography. (Realisation; Process; Knowledge; Enquiry)
Outcome	Provide evidence within your creative output, of knowledge and critical awareness of the ethical, legal and commercial issues that inform and interconnect with current practices. (Knowledge; Enquiry; Process; Communication; Realisation)
Outcome	Critically evaluate ideas in terms of their visual and commercial potential for development in the contemporary environment/marketplace, as well as current research and advanced scholarship in the field. (Knowledge; Enquiry)
Outcome	Originate and bring to completion a rigorously planned and informed self-directed major project to industry standard that synthesises comprehensive knowledge and understanding of research principles

	and methodologies, with appropriate use of materials and technologies. (Knowledge; Enquiry; Realisation)

	Distinctive Features
1	Professional and Industry Facing: this is a skills-focused, career orientated course that places an emphasis on producing work to professional standard, with opportunity to learn from and work in dialogue with industry.
2	Creativity and Enterprise: the course provides a developed understanding of the creative ecology in commercial photographic practices and encompasses business aspects for successful and sustainable professional practice.
3	Technical Excellence, Innovation and Research-Based Practices: MA Commercial Photography provides students with a systematic understanding of technical, critical, research and professional practices. Combined, these enable the development of high conceptual awareness and establishes pragmatic yet distinctive individual identity to student work.
4	Creative Specialisation: provides opportunities to specialise in developing areas of Commercial Photography culminating in a Final Major Project that establishes your practice.

Course Detail

MA Commercial Photography focuses on technical excellence and will support your ambitions towards becoming a high-end freelance photographer.

You will be interested in working across areas of commercial practice, such as advertising, fashion, still-life, portraiture and fine art, lifestyle and editorial. Alternatively, you may wish to develop other career pathways – for example, as a retoucher, creative producer, digital technician or picture editor.

This course will support you to develop an advanced level of competence in responding to key and changing developments across contemporary commercial photography. Within this, you'll consider the impact of global and ethical issues and accelerating technologies which demand responsive practices, adaptive visual approaches and distinctive concept development.

Independent learning is a key feature of the course, with a focus on the integration of contemporary technical and business skills underpinned by critical and research practices throughout.

What to expect

- You'll take an enquiry-led approach to independent learning through discovery, interaction and response to change.
- Throughout the course, you'll create substantial self-initiated projects, synthesising your skills, knowledge and understanding, while enabling you to create a substantial professional portfolio for your future career.
- You'll develop a strong foundation in technical, critical and research skills that will enable you to grow critical awareness in your personal practice while establishing a distinctive individual identity to your work.
- Commercial photography practice is rooted in collaboration, which is strongly encouraged and foregrounded throughout the course. You'll present and communicate projects to peers and partners, demonstrating critical awareness through interdisciplinary work.
- For your Final Major Project, you'll be supervised and supported to undertake a significant piece of work, including research planning and the application of models of commercial photographic practice.

Industry experience and opportunities

You'll have opportunities to collaborate with external organisations, working to real-time/live briefs that are designed to enable you to understand the potential uses for your

work and future practices.

Through a practically-focused, career-orientated approach, you'll produce work to industry standards and have a range of opportunities to learn from industry within professional environments. You'll gain an invaluable understanding of the industry and business aspects of commercial photography, while being introduced to key contacts and helped to build relationships.

Working on set and self-initiated projects which promote learning through discovery, interaction and response, you'll work towards developing a high-quality portfolio suitable for presentation when approaching clients for future commissions or industry roles.

Mode of study

MA Commercial Photography is in full-time mode which runs for 45 weeks over 15 months. You will be expected to commit 40 hours per week to study.

Course Units

We are committed to ensuring that your skills are set within an ethical framework and are embedding UAL's Principles for Climate, Social and Racial Justice into this course.

Each course is divided into units, which are credit-rated. The minimum unit size is 20 credits. The MA course structure involves five units, totalling 180 credits.

Commercial Photography in Practice (40 credits)

This unit will hone your image-making skills and develop your style as a commercial photographer, providing you with robust theoretical and practical frameworks for the research and production of a short series of images in response to a set brief.

There's an industry-focus within this unit, including industry visits and guest speakers, and it's designed to equip you to work to commission in a variety of contexts. A series of non-assessed assignments throughout will enable you to receive formative feedback, culminating in an assessed assignment.

Histories and Theories of Commercial Photographic Practices (20 credits)

This unit positions contemporary commercial practices within various historical contexts through analysis of significant photographers, movements, and agencies.

Grounded in photographic research methodologies and theories, you'll consider concurrent practices, with particular attention paid to the work of present and previous

generations of global practitioners which relate, shape, and intersect with ethical, social, political, and economic contexts.

Collaborative Unit (20 credits)

This unit is designed to enable you to identify, form and develop collaborative working relationships with a range of potential partners. These could include other postgraduate students at LCC or UAL; postgraduate students at other higher education institutions; or external organisations such as cultural or community groups, NGOs, businesses or charities.

The nature of this collaboration will involve working on a project with outcomes agreed by your tutors, and will take the form of group work that can happen within the College or digitally/remotely.

Professional Identities and Portfolio Developments (40 credits)

The unit explores and develops your working knowledge of contemporary business practice with an emphasis on operating as a freelance photographer. You'll examine contemporary practices, trends and media convergence within commercial photography. Through research development and practice, you'll develop a professional portfolio based on your personal interests. You'll investigate how your practice sits within a contemporary commercial landscape, and consider how to market and brand your photographic practice.

This unit brings together your developing skills, knowledge and understanding, enabling you to produce a portfolio of work that demonstrates an adaptive yet distinct personal style within the context of commercial production.

Final Major Project (60 credits)

The Final Major Project provides an opportunity for you to create a substantial self-initiated project, synthesising your skills, knowledge and understanding while supporting you to develop a substantial professional portfolio to demonstrate your practice as you develop your future career.

Supervised and supported as you undertake this major piece of work, this unit will include research planning and methodologies, along with the application of models to commercial photographic practice and the presentation of your findings.

Learning and Teaching Methods

- Lectures

- Seminars
- Workshops
- Tutorials
- Supervised practice
- Digital and online learning activities
- Reflections on practice
- Self-directed learning
- Presentations and pitches

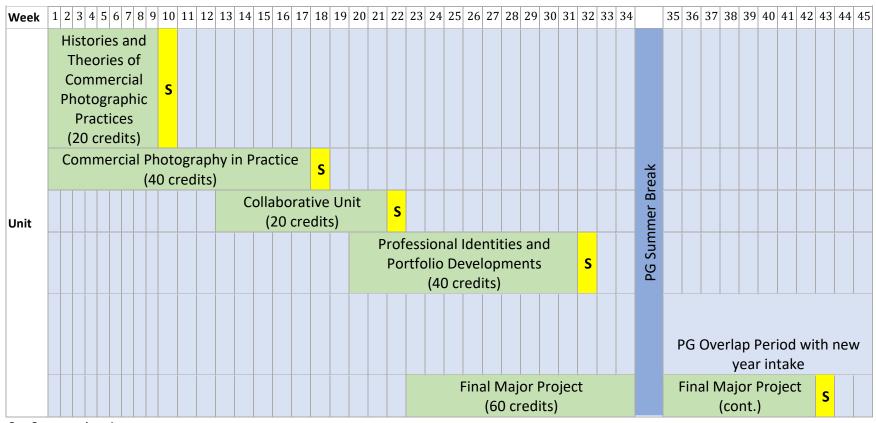## Assessment Methods

- Practical project work and computer-based activities
- Prepared writing
- Responses to case studies
- Workshop based activities
- Written research projects
- A portfolio of work
- Formative assessment

Reference Points

The learning and teaching policies of the University of the Arts London;

- The College policies and initiatives;
- Level descriptors;
- Benchmark statements.

Course Diagram

Week	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31	32	33	34		35	36	37	38	39	40	41	42	43	44	45
Unit	Histories and Theories of Commercial Photographic Practices (20 credits) — **S** (week 10)																																		PG Summer Break											

Units (as shown in the diagram):

- Histories and Theories of Commercial Photographic Practices (20 credits) — weeks 1–10, **S** at week 10
- Commercial Photography in Practice (40 credits) — weeks 1–18, **S** at week 18
- Collaborative Unit (20 credits) — weeks 13–22, **S** at week 22
- Professional Identities and Portfolio Developments (40 credits) — weeks 19–32, **S** at week 32
- Final Major Project (60 credits) — weeks 22–34
- PG Summer Break — between week 34 and 35
- PG Overlap Period with new year intake — weeks 35–45
- Final Major Project (cont.) — weeks 35–43, **S** at week 43

S = Summative Assessment

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PU002677 : Histories and Theories of Commercial Photography Practices

(Mandatory)

Unit Code	PU002677
Unit Title	Histories and Theories of Commercial Photography Practices
FHEQ Level	Level 7
Effective From	September 1st 2024
Credits	20
Programme	LCC Photography(L046)
Unit Introduction	This unit positions contemporary commercial practices within a range of historical contexts through the analysis of significant photographers, movements and agencies. Grounded in photographic research methodologies and theories, the unit will consider current practices with particular attention paid to the work of present and previous generations of global practitioners which relate, shape and intersect with ethical, social, political and economic contexts.

This unit aims to:

• enable you to gain a critical understanding of the significance of commercial photography and to place your own work in an international cultural context;

• give you the opportunity to study major developments and critical approaches in photography, its practitioners and contexts of production;

• approach the subject through case studies, which may include the work of historical and contemporary practitioners of photography, genres, agencies and international exhibitions or publications. |
| Indicative Content | The following areas explored and applied in this unit might |

	include:
	• Photography and contemporary cultures • Historical overviews • Critical mappings • Reading the Image • Global brands and ethics of sustainability • Othering and the Gaze • Art photography's digital dreams • Still and moving image • Post-photography • Photography and advertising • Histories of fashion magazines. fashion photographers and fashion film
Learning & Teaching Methods	To enable you to demonstrate achievement against the learning outcomes, the subject will be introduced through a range of theoretical and contextual lectures along with seminars and tutorials, and online activities. Where appropriate there may be additional guest speakers and exhibition visits.

Learning Outcomes	
LO1	Critically examine the histories of commercial photography (Knowledge);
LO2	Contextualise, historically and methodologically the production, distribution and reception of commercial photography (Enquiry);
LO3	Relate the importance of critical approaches to contemporary commercial photographic practice (Enquiry);
LO4	Effectively express and communicate theoretical and critical concepts and ideas in photography (Communication).

Unit Assessment Summary
Holistic – This unit is assessed holistically (100% of the unit). Assessment will be against the specified marking criteria.

Holistic

Assessment Type	Multiple
% of total	100
Hand-in Week	Refer to Unit Assignment
Briefing	Refer to Unit Assignment
Feedback	Refer to Unit Assignment
Assessment Description	• A critical analysis (2000 words) relating to the histories and theories of commercial photography (focus to be agreed with tutor)

Scheduled Learning and Teaching
Details of the total scheduled learning and teaching activity for each unit, can be found on your student portal on SITS, the UAL student records system. Click on the "scheduled learning and teaching" tab at the top of the home screen when you have logged in using your UAL details.
Independent Learning: 77%, Scheduled Learning and Teaching: 23%

Reading List	Barrett, T. (2020): Criticizing Photographs: An introduction to Understanding Images, Routledge Batchen, G. (1997) Burning with desire: the conception of photography. London: MIT Press. Bate, D. (2019) Photography; The Key Concepts, Bloomsbury Bauman, Z. (2009) Does Ethics Have a Chance in a World of Consumers? - Institute for Human Sciences Vienna Lecture Series Clarke, G. (1997) The photograph: a visual and cultural history. Oxford: Oxford University Press. Cotton C. (2020) The Photograph as Contemporary Art, World of Art, London: Thames and Hudson Durden, M. (ed((2012) Fifty Key Writers on Photography,

London: Routledge

Foilard, D. (2022) The Violence of Colonial Photography, Manchester, MUP

Foster, H. (1988) Vision and Visuality. New York: New Press

Hall, S (ed), (1997) Representation; Milton Keynes: The Open University

McKinley, A. (2016) The 'Female Gaze' in Fashion Photography in Lens, Photography, Video and Visual Journalism, New York Times [online] Available at: https://lens.blogs.nytimes.com/2016/11/01/the-female-gaze-in-fashion-photography/

Pinney, C. (2003) Photography's Other Histories, Duke University Press

Pirenne, R., Streitberge, A., (2013) Heterogeneous objects: intermedia and photography after modernism. Leuven: Leuven University Press

Scott, G. (2014) Professional Photography: The New Global Landscape Explained. London: Routledge

Scott, G. (2020) New Ways of Seeing: The Democratic Language of Photography. London: Routledge

Sealey, M (2019) Decolonising the Camera; Photography in Racial Time, London: Lawrence & Wishart

Sealey, M (2022) Photography: Race, Rights and Representation, London: Lawrence & Wishart

Sontag, S, (2010) On Photography. London: Penguin.

Tagg, J., (1988) Burden of representation: essays on photographies and histories. Basingstoke: Macmillan

Trachtenberg, A. ed. (1980) Classic essays on photography. New Haven: Leete's Island Press.

| | Virilio, P. (1994) The vision machine. London: BFI.

Wells, L. ed. (2021) Photography: a critical introduction, 6th Edition, Abingdon, England; New York, New York: Routledge

Exhibition in a Box. The Missing Chapter: Black Chronicles (2018), Autograph Resource Pack. |

PU002809 : Commercial Photography in Practice (Mandatory)

Unit Code	PU002809
Unit Title	Commercial Photography in Practice
FHEQ Level	Level 7
Effective From	September 1st 2024
Credits	40
Programme	LCC Photography(L046)
Unit Introduction	This unit will hone your image-making skills and develop your style as a commercial photographer. It will provide a robust practical and critical framework for research and production. The unit will cover ideas generation, research, the role of text and image along with picture editing for different iterations of commercial practice. There is an industry focus within this unit, including industry visits and guest speakers and it is designed to equip you to work to commissions within a variety of contexts. There will be a series of non-assessed assignments throughout which will enable you to receive early formative feedback, culminating in the assessed assignment. In this unit we will • evaluate your current knowledge level and develop a strategy to enhance existing skillsets while advancing new technical and production skills pertinent to your area(s) of specialisation; • through a series of workshops and project briefs, enable you to develop and utilise specialist photographic skills and knowledge to solve photographic challenges; • encourage you to experiment with a range of genres and techniques appropriate to contemporary professional photography practice; • enable you to acquire a technical understanding of both digital and analogue photographic procedures used in the generation of still and moving images, both on location and in the studio; • develop an understanding of the comparative

	benefits and limitations of a range of devices to generate effective images and obtain outputs that are appropriate to the intended purpose; • plan, implement, review and engage with industry, applying photographic skills in a realistic professional context.
Indicative Content	The following areas will be explored and applied in this unit: • Studio, darkroom, and workshop practices • Cameras and camera formats • Digital and analogue image capture • Location image production • Digital workflow • Ethics in Practice • Photographic genres • Presenting photographic images • Contextualizing photographic images • Moving Image • Future technologies
Learning & Teaching Methods	To enable you to demonstrate achievement against the learning outcomes, the subject will be introduced by a range of practical workshop sessions and seminars, supported, where appropriate, by group and individual tutorials and studio practice, and online activities.

Learning Outcomes	
Learning Outcomes	
LO1	Apply effective decision making in the use and control of a range of cameras, accessories, software tools, image manipulations and image storage (Knowledge);
LO2	Demonstrate an ability to work effectively to a professional photographic brief and deadline identifying effective approaches (Process; Communication);
LO3	Research, edit and produce commercial photographic content which demonstrates the appropriate equipment and methods used for studio and location commercial photography. (Realisation)

Unit Assessment Summary
Unit Assessment Summary

Holistic – This unit is assessed holistically (100% of the unit). Assessment will be against the specified marking criteria.

Holistic	
Assessment Type	Multiple
% of total	100
Hand-in Week	Refer to Unit Assignment
Briefing	Refer to Unit Assignment
Feedback	Refer to Unit Assignment
Assessment Description	• A portfolio of visual responses to the unit briefs • A workbook evidencing research and development in response to the unit briefs

Scheduled Learning and Teaching
Details of the total scheduled learning and teaching activity for each unit, can be found on your student portal on SITS, the UAL student records system. Click on the "scheduled learning and teaching" tab at the top of the home screen when you have logged in using your UAL details.
Independent Learning: 78%, Scheduled Learning and Teaching: 22%

Reading List	All currently available in UAL libraries Bradbury, A.J. (2010) Successful presentation skills. 4th edn. London: Kogan Page Daly, T. (2020) Fundamentals of digital photography. London: Taylor & Francis / eBook Pritchard, L. (2021, 2nd Ed) Setting Up a Successful Photography Business. London: Routledge Scott, G. (2014) Professional Photography: The New Global Landscape Explained. London: Routledge Scott, G. (2020) New Ways of Seeing: The Democratic

	Language of Photography. London: Routledge
	Tracy, J., (2016) 33rd edn Freelance photographer's market handbook. London: BFP books
	Thomas, G., Ibbotson, J. (2014) Beyond the lens. London: The Association of Photographers.
	Tillmanns, U. (1997) Creative large format: Advertising Photography. Vol.5. Feuerthalen: Switzerland
	Watson, A. (1996) Cyclops. Boston: Bullfinch.
	Wells, L. ed. (2021) Photography: a critical introduction, 6th Edition, Abingdon, England; New York, New York: Routledge

PU002678 : Collaborative Unit (MA Commercial Photography)

(Mandatory)

Unit Code	PU002678
Unit Title	Collaborative Unit (MA Commercial Photography)
FHEQ Level	Level 7
Effective From	September 1st 2024
Credits	20
Programme	LCC Photography(L046)
Unit Introduction	This unit is designed to enable you to identify, form and develop collaborative working relationships with a range of potential partners. These could be: postgraduate student colleagues at the college or university level; postgraduate students at other Higher Education Institutions; external parties (e.g. companies, cultural organisations, community-based groups, NGOs, charities etc.) The nature of the collaboration will involve working on a project whose objectives are agreed by your tutors and will take the form of group work that can happen within the college or digitally / remotely. The focus of the unit is student-driven collaboration with projects being developed to meet the specific requirements of student groups within and across disciplinary boundaries.
Indicative Content	• Creating collaborative project teams in a cross-disciplinary environment working with other students and/or external partners • Developing Collaborative Project Proposal & Project Plans (agreed by tutors) • Conceptualisation, Collaborative Research and Project Realisation • Critical Analysis and the application of theoretical knowledge to a proposed brief, issue or scenario to generate new insights and analysis • Presentation & Communication of the Project to peers & partners with self-reflection on inter-disciplinary working

Learning & Teaching Methods	There will be briefing sessions, workshops and tutorials offered to support the unit. However, this is a student-driven unit where the emphasis is placed on students using their initiative, demonstrating independence and a professional approach to self-directed group work, collaborative research and project management.

Learning Outcomes	
LO1	Demonstrate initiative and personal responsibility in researching collaborative opportunities and developing them at a professional level through networking, negotiation, research and planning skills (Process)
LO2	Critically engage in an agreed collaborative learning project that will demonstrate advanced research, application of theoretical approaches to proposed issues / scenarios and a comprehensive analysis of them (Enquiry, Knowledge)
LO3	Demonstrate both independent and collaborative working required for personal and professional development through planning, negotiation, project management (Process)
LO4	Demonstrate the learning gained from multi-disciplinary collaboration through a high level critical self-reflection that contributes to personal and professional development (Process, Realisation)

Unit Assessment Summary
Holistic – This unit is assessed holistically (100% of the unit). Assessment will be against the specified marking criteria.

Holistic	
Assessment Type	Portfolio
% of total	100
Hand-in Week	Refer to Unit Assignment
Briefing	Refer to Unit Assignment
Feedback	Refer to Unit Assignment
Assessment	The assessment for this unit is through a portfolio of work that will

Description	include research, project work, critical analysis and an individual critical self-reflection on the nature of collaborative working and learning.

Scheduled Learning and Teaching

Details of the total scheduled learning and teaching activity for each unit, can be found on your student portal on SITS, the UAL student records system.
Click on the "scheduled learning and teaching" tab at the top of the home screen when you have logged in using your UAL details.

Independent Learning: 80%, Scheduled Learning and Teaching: 20%

Reading List	**Essential Reading**
	Clements, J. & Gido, J. (2012) *Effective Project Management*. 5th edn. Mason, Ohio: South-Western/Cengage Learning.
	Dawson, C. (2012) *Introduction to research methods: a practical guide for anyone undertaking a research project*. 4th edn. Oxford: How To Books.
	Kaats, E. & Opheij, W. (2014) *Creating Conditions for Promising Collaboration: Alliances, Networks, Chains, Strategic Partnerships*. Heidelberg: Springer.
	Levin, P. (2005) *Successful teamwork! For undergraduate and taught postgraduates working on group projects*. Maidenhead: Open University Press

PU002810 : Professional Identities and Portfolio Developments

(Mandatory)

Unit Code	PU002810
Unit Title	Professional Identities and Portfolio Developments
FHEQ Level	Level 7
Effective From	September 1st 2024
Credits	40
Programme	LCC Photography(L046)
Unit Introduction	This unit further develops your working knowledge of contemporary creative industry practices, and develops a strategic, enterprising approach to your career development. You will research different areas of the creative industries and develop a personal 5 year plan evidencing an understanding of your potential career path. You will develop a portfolio that is designed for an identified audience, relevant to your personal practice and career goals. You will write a bio and CV to accompany your portfolio and develop an online presence for your work.
Indicative Content	• Contemporary industry practices and markets • Editing and design for portfolio development • CV and Bio development • Strategic career planning • Social media analysis and use
Learning & Teaching Methods	To enable you to demonstrate achievement against the learning outcomes, the subject will be introduced through a range of practical, theoretical, contextual lectures and workshop sessions, supported where appropriate, by group tutorials and seminars and industry professional talks.

Learning Outcomes

LO1	Research and analyse an identified area of the creative industries and produce a 5 year plan evidencing an understanding of potential career paths and strategic approach to your career development. (Enquiry, Knowledge)
LO2	Create a portfolio, bio, CV and online presence that professionally communicates your work to an identified audience. (Communication, Realisation)

Unit Assessment Summary
Holistic – This unit is assessed holistically (100% of the unit). Assessment will be against the specified marking criteria.

Holistic	
Assessment Type	Multiple
% of total	100
Hand-in Week	Refer to Unit Assignment
Briefing	Refer to Unit Assignment
Feedback	Refer to Unit Assignment
Assessment Description	• A portfolio relevant for your intended audience, including a gallery section, bio and online presence • A 5 year plan evidencing in depth research into an identified career path

Scheduled Learning and Teaching
Details of the total scheduled learning and teaching activity for each unit, can be found on your student portal on SITS, the UAL student records system. Click on the "scheduled learning and teaching" tab at the top of the home screen when you have logged in using your UAL details.
Independent Learning: 78%, Scheduled Learning and Teaching: 22%

Reading List	Bauman, Z. (2009) Does Ethics Have a Chance in a World of Consumers? - Institute for Human Sciences Vienna Lecture Series

Bradbury, AJ (2010) Successful presentation skills. 4th edn. London: Kogan Page.

Edwards, E., Hart, J. (2004) Photographs, Objects, Histories: On the materiality of Images. London: Routledge.

Higgins, J., (2013) Why it does not have to be in focus: modern photography explained. London: Thames & Hudson

Hutcheon, L. (2002) The politics of Postmodernism. 2nd edn. London: Routledge.

Packard,V (2011) The Waste Makers: Ig Publishing

Pritchard, L. (2021, 2nd Ed) Setting Up a Successful Photography Business. London: Routledge

Savedoff, B. (2000) Transforming Images: How photography complicates the picture. Cornell: Cornell University Press.

Scott, G. (2014) Professional Photography: The New Global Landscape Explained. London: Routledge

Stephenson, C., McClung, P. (1998) Delivering Digital Images: Cultural Heritage Resources for Education. Los Angeles, Calif.: Getty Education Institute for the Arts.

Szarkowski, J. (2009) Looking at photographs: 100 pictures from the Collection of the Museum of Modern Art. New York: The Museum of Modern Art.

Thomas, G. & Ibbotson, J. (2014) Beyond the Lens, London: The Association of Photographers.

Tracy, J., (2016) 33d edn Freelance photographer's market handbook. London: BFP Books.

PU002811 : Final Major Project (Mandatory)

Unit Code	PU002811
Unit Title	Final Major Project
FHEQ Level	Level 7
Effective From	September 1st 2024
Credits	60
Programme	LCC Photography(L046)
Unit Introduction	The Final Major Project will provide an opportunity for you to create a substantial self-initiated project, synthesising skills, knowledge and understanding and providing a substantial portfolio to demonstrate your practice. Supervised and supported as you undertake this major piece of work; the unit will include research planning with application of models of personal photographic practice along with a presentation of your findings.
Indicative Content	The following areas will be explored and applied in this unit: • Strategies for research, planning, realisation and presentation of the project • Models of contemporary commercial photographic practice • Ethical issues and challenges in Commercial Practice • Editing and Presenting findings and body of work
Learning & Teaching Methods	To enable you to demonstrate achievement against the learning outcomes, the subject will be introduced through a range of practical, theoretical lectures and workshops, but predominately supported by tutorials and seminars

Learning Outcomes	
LO1	Demonstrate the ability to develop a final major project that evidences a synthesis of practical, conceptual, and technical knowledge related to your identified area

	of enquiry. (Enquiry, Knowledge)
LO2	Demonstrate the ability to plan, research, experiment and produce a major project consisting of a substantial body of original work. (Process)
LO3	Produce a substantial body of original work, presented to a professional standard. Critically evaluate the results of your work demonstrating clarity of intention and understanding of the context in which the project has been located. (Communication, Realisation)

Unit Assessment Summary
Holistic – This unit is assessed holistically (100% of the unit). Assessment will be against the specified marking criteria.

Holistic	
Assessment Type	Multiple
% of total	100
Hand-in Week	Refer to Unit Assignment
Briefing	Refer to Unit Assignment
Feedback	Refer to Unit Assignment
Assessment Description	• A substantial body of original work • A workbook • Critical reflection (1000 words)

Scheduled Learning and Teaching
Details of the total scheduled learning and teaching activity for each unit, can be found on your student portal on SITS, the UAL student records system. Click on the "scheduled learning and teaching" tab at the top of the home screen when you have logged in using your UAL details.
Independent Learning: 87%, Scheduled Learning and Teaching: 13%

Reading List	This will be determined by the project and you will be directed to relevant texts by your project supervisor.

The University will use all reasonable endeavours to provide the Course and the services described in this Output. There may be occasions whereby the University needs to add, remove or alter content in relation to your Course as may be appropriate for example the latest requirements of a commissioning or accrediting body, or in response to student feedback, or to comply with applicable law or due to circumstances beyond its control. The University aim to inform you of any changes as soon as is reasonably practicable