

## Photography and Digital Imaging AD096

### PROGRAMME SPECIFICATIONS

<b>Programme title</b>	Photography and Digital Imaging	<b>School</b>	School of Education
<b>Resulting awards</b>	University Certificate in Photography and Digital Imaging	<b>Head of School</b>	Professor Dervil Jordan
<b>Level</b>	Level 7	<b>ECTS credits<sup>1</sup></b>	30
<b>University award</b>	University Certificate	<b>Programme type</b>	Level 7 30-credit university certificate delivered part time over one year
<b>Programme Co-ordinator</b>	Nuala Hunt	<b>External Examiner</b>	tbc
<b>Programme team</b>	David Monahan, Orla Fitzpatrick		

#### 1. Programme Aims and Objectives

This part-time programme is for mature students who want to explore photography and digital imaging within contemporary art and design practice.

The aims of the programme are to:

- Provide an in-depth understanding of photographic concepts,
- Equip students with the skills they need to explore concepts and express ideas through photography,
- Develop students' knowledge of context and uses of photography within fine art, design and commercial situations,
- Introduce students to concepts and ideas informing the history of photography and visual culture.

The objectives of the programme are to:

- To encourage students to analyse approaches to lens based media (excluding video),
- To examine themes and ideas central to contemporary discourses in photography and visual culture,
- To undertake a series of practical projects in order to further develop their visual/photographic literacy,
- To develop a personal photographic practice,
- To develop technical knowledge of both traditional and digital photographic media.

<sup>1</sup> European Credit Transfer and Accumulation System, where 60 ECTS credits equate to the workload of a full-time academic year

## 2. Programme Outcomes

On successful completion of the programme, students will be able to:

- Summarise a range of photographic concepts,
- Locate their work within a social, cultural and historical context,
- Analyse and interpret key phases in the history of photography,
- Evaluate key themes and concepts in visual culture,
- Document and record the progress of ideas informing their photographic practice,
- Distinguish and make relevant working choices between different photographic and digital processes,
- Produce a project proposal and present the final work for display,
- Utilise appropriate materials and techniques for photographic processes,
- Present ideas informing studio work to their peers,
- Describe how their work relates to contemporary practice.

Students will be able to apply photographic skills and knowledge to an emerging practice. They will be able to work independently, participate in group exhibitions and organise small group shows in public or commercial spaces. Students will be able to communicate the ideas informing their work effectively to peers and locate their emerging practice within contemporary practice.

### 2a. Stage Outcomes

This part-time certificate programme is in one single stage.

## 3. Admission Requirements

The programme is open to mature students who have turned 23 on or before 1 January of the year in which they wish to commence study on the programme, and who have experience in art, design, or photography either from completing a summer or short course at NCAD, or completing a module on the Visual Arts Practice programme as audit only, or have similar experience. Leaving Certificate or FETAC or equivalent is a requirement for entry.

Applicants should have a basic knowledge of how an SLR and digital camera works. A good level of computer literacy is also essential for participating in this programme.

To apply for entry to the programme, applicants must complete a written application form. Applicants must also demonstrate that they will be able to manage the academic writing elements of the programme.

Applicants may also submit a portfolio to have previous learning or experience recognised (RPL) to fulfil entry criteria. Students can also apply for recognition of prior learning for any of the modules, to a maximum of 10 credits of the programme.

#### 4. Further Educational Opportunities that may arise during or upon completion of the programme

On successful completion of the University Certificate in Photography and Digital Imaging students can apply to the part-time Diploma in Art. On successful completion of the Diploma students can exit, or apply to full-time programmes or continue within CEAD and progress to the Higher Diploma in Art (tbc).

#### 5. Teaching and Learning Methodologies

Small group critiques, individual presentations, peer learning and group display of final project work, feature within the programme. Teaching and learning strategies include lectures, demonstrations, seminars, as well as group discussion. Studio critiques and student presentations will encourage dialogue and active participation amongst students. Field work and location photography form part of the learning experience.

In the early stages of the programme student-led presentations, combined with participation in small group critiques, will facilitate students to gain confidence and enhance their communication skills. Critical and analytical skills will be enhanced as the course progresses through; research, experimentation and application to practice.

#### 6. Methods of Assessment

The programme uses both summative and formative assessment throughout each module, to ensure students are well informed of their progress. Summative assessment contributes to final results of a module, whereas formative assessment provides more immediate advice on student's progress, and identifies where students need to focus more effort.

Students should present a written assignment for Critical Cultures and will participate in visits to cultural resources as well as exhibitions. Students will present studio project exercises, notebook work, preparatory materials, drawings, video, imagery, prints, photographs and artefacts for small group critiques. Final assessment includes display of studio project work.

Assessment is criterion referenced and NCAD grade descriptors apply. Assessment will take place at the end of the autumn trimester and end of the spring trimester. Students will receive verbal and written feedback on their progress at tutorials, and within group-based critiques. Written feedback linked to module assessment criteria will be provided. Students will obtain feedback on ways in which to enhance their assignments and submissions/presentations. Formal feedback is provided at the end of the trimester and at the end of the programme.

#### 7. Programme Review and Evaluation

At NCAD we encourage students to communicate their observations about their study to members of staff so that changes can be made in a timely manner and students can inform learning and teaching strategy. The Evening Student Union is the representative forum for part-time students with a student rep on the College board, An Bord, and also on the School of Education Board.

Before the end of the autumn trimester, a student forum will be convened to gather students' comments about their study and the delivery of the programme. In addition, at the end of the spring trimester,

students have the opportunity to complete an online evaluation of their study and experience at NCAD. These evaluation events are important to current and future students, to ensure we can enhance the delivery of programmes at NCAD.

In addition, students are invited to discuss their experiences of learning with lecturers at any point during the year. Students can also relay their comments to the class student representative who will communicate comments to the programme staff.

A review of this programme will be carried out in 2019

## 8. Modular Provision

The programme is made up of five core (compulsory) modules, four of which are 5 credits<sup>2</sup>, and one 10-credit module. Three 5-credit modules are studied in the autumn trimester, and the other two modules are studied in the spring trimester, 15 credits in each trimester.

Module	Credits	Trimester
CEAD1030 Materials and Techniques	5	Autumn
CEAD1031 Photographic Concepts	5	Autumn
CEAD1032 Theories and Themes in Critical Cultures	5	Autumn
CEAD 1033 Research and Practice	10	Spring
CEAD1002 Professional Practice 1	5	Spring

## 9. Programme Structure

Autumn Trimester	Spring Trimester
CEAD1030 Material and Techniques 5 Credits	CEAD1033 Research and Practice 10 Credits
CEAD1031 Photographic Concepts 5 Credits	
CEAD1032 Theories and Themes in Critical Cultures 5 Credits	CEAD1002 Professional Practice 1 5 Credits

## 10. Exit Points and Credit Requirements

N/A

<sup>2</sup> One credit represents 20-30 hours of effort, including time in the classroom, studio, self-study, researching and writing assignments etc.

## 11. Final Award Calculation

Students successfully completing all compulsory (core) modules, accruing a total of 30 credits will be eligible for the qualification University Certificate in Photography and Digital Imaging, a level 7 minor award.

## 12. Resources

### a) Staffing

	Name	Role
<b>Teaching Staff</b>	David Monahan, Dr. Orla Fitzpatrick	Module co-ordinators
<b>Admin Staff</b>	Fiona Cleary	Student support services
<b>Technical Support Staff</b>	Artur Sikora	Darkroom support technician

### b) Space

Lecture rooms, access to darkroom for a trimester on a part-time basis, display and assessment space

### c) Facilities

Use of darkroom, integrated digital display facilities, seminar room, exhibition and display space on campus. Library facilities.

For further information on this programme contact [CEAD@staff.ncad.ie](mailto:CEAD@staff.ncad.ie)