

Programme Specification – Photography

Qualification titles:	Pearson BTEC Level 4 Higher National Certificate in Art and Design (Photography)* Pearson BTEC Level 5 Higher National Diploma in Art and Design (Photography)*
Qualification codes:	603/0908/8 (HNC); 603/0909/X (HND)
Awarding institution:	Pearson Education Ltd
Accreditation details :	BTEC, IARC
Date specification was written:	March 2018
Date of next review:	March 2019

Aims of the Programme

This programme aims to prepare students to be professional photographers. It is unique in that the programme not only focusses on the theoretical side of Photography but also on the practicalities involved in being a practising photographer.

In taking part in this programme students will become proficient photographers and will have a broad knowledge of the photography industry that includes areas of specialist practice. Students will develop the confidence to embark on a chosen career path on completion of the programme.

Throughout the programme students will have the opportunity to realise their creative ability and will be able to channel these creative intentions in a productive and constructive manner. The programme covers all aspects of Photography from history to the health and safety applications that one needs to be aware of to be an informed and educated professional. The focus within the Pearson BTEC Level 4 Higher National Certificate in Art and Design (Photography) is on the principles of Photography. This is aimed at those who are looking to gain the knowledge and skills required of this fascinating profession. The focus within the Pearson BTEC Level 5 Higher National Diploma in Art and Design

(Photography) is on Commercial Photography. This is aimed at career-minded individuals looking for a more multi-disciplinary understanding of the industry.

This programme aims to produce graduates that can enter the industry and practise as professional photographers; employed by a multi-national corporation or self-employed, running their own, independent photography studio.

Programme Outcomes

Students are expected to gain an all-round education in photography and the role it plays in our society. They will develop an appreciation of historical precedent right up to current day trends and techniques. The programme will focus on what makes great images.

Academic skills will be developed during the course of the programme. These skills include learning to research independently, conducting primary and secondary research, critically evaluating, synthesising information, critically analysing a brief, as well as testing and problem-solving techniques and processes.

Students will learn the practical skills required to work in the industry which include; shooting in manual, digital image post-processing, studio lighting and portraiture, location and event photography, to name a few, and how to utilize their particular strengths to their best advantage.

Students will develop and hone other important techniques such as brainstorming and idea-generation. Digital skills and presentation ability will improve constantly. Given the nature of the method of study they will also develop their time-management and organisational skills. Students will experiment with different and creative methods and forms of communication gaining an in-depth understanding of the variety currently used today.

Teaching & Learning Strategy

Students are taught through a series of professionally produced online tutorial videos developed by the Academy. These videos can be viewed by students through the Online Learning Centre. Through the Online Learning Centre students can access comprehensive course material aimed at providing students with a relevant source of course content. All content, including video tutorials and course material, is developed in conjunction with

industry experts. There are also optional workshops and seminars for students to attend which are held during the course of the year in central locations.

Within the blended learning classes there are 15 classes delivered by a number of specialised tutors for the HNC programme and 15 classes delivered for the HND programme. Normally each class is delivered by two tutors to facilitate workshops and in-class activities. Classes take place in a venue carefully selected for each centre (Ireland, UK, Australia) on weekday evenings and/or Saturdays. Some classes feature guest speakers, professional photographers, who deliver workshops on specialised topics. Classroom students can also participate in class trips organised by the Academy in conjunction with classroom tutors.

Throughout the programme students are advised of exhibitions, seminars and other relevant events that would be worthwhile attending and beneficial to their education. They are encouraged to undertake independent research outside of what is provided as part of the course material and are provided with reading lists which recommend sources relevant to topics covered throughout the programme as well as sources specific to each assessment.

There is an online Student Forum allowing all students to engage in peer discussion and to facilitate collaborative learning. Through the use of the online Student Forum and through external platforms, such as What's App and Facebook, students are encouraged to engage with one another and to seek out support and ideas from their peer group.

Each student is assigned a tutor who they can email should they require additional guidance. The Student Services team is also available to answer student queries by email or phone.

Programme Structure

The Pearson BTEC Higher National Certificate (HNC) and the Pearson BTEC Higher National Diploma (HND), provided by The Academy, are very well-known and respected qualifications within the industry. The HNC is the same level as the 1st year of a university degree and the HND is the same level as the 2nd year of a university degree. Pearson has developed relationships with numerous universities that allow students to progress directly into a relevant degree program including opportunities for accelerated progression.

The Awards are comprised of the following credits:

HNC = 120 Credits

HND = 240 Credits

Eight units make up the HNC at which point students are able to walk away with their certification. Alternatively, students can continue to study a further 6 units making a total of 14 units and receive their HND. Each unit is worth either 15 or in some cases 30 credits and each credit equates to approximately 10 hours of work time required by the student. Please note that this is only an approximation and differs for each student and each unit.

The following shows the breakdown of units within the HNC and HND:

Pearson BTEC Level 4 Higher National Certificate in Art and Design (Photography)

FLG Unit	Pearson Unit Number	Unit Name	Unit Level	Credit Value	Unit Code	Assignment Number
1	Unit 11	Photographic Practices	4	15	M/615/3521	1,2
2	Unit 10	Lighting for Photography	4	15	K/615/3520	3,4
3	Unit 4	Techniques & Processes	5	15	D/615/3515	5,6
4	Unit 2	Contextual Studies	4	15	R/615/3513	7,8
5	Unit 28	Communication in Art & Design	4	15	F/615/3538	9,10
6	Unit 29	Workflow	4	15	J/615/3539	11,12
7	Unit 3	Individual Project (Pearson-set)	4	15	Y/615/3514	13,14
8	Unit 1	Professional Development	4	15	L/615/3512	15

Pearson BTEC Level 5 Higher National Diploma in Art and Design (Photography)

FLG Unit	Unit Number	Unit Name	Unit Level	Credit Value	Unit Code	Assignment Number
1	Unit 11	Photographic Practices	4	15	M/615/3521	1,2
2	Unit 10	Lighting for Photography	4	15	K/615/3520	3,4
3	Unit 4	Techniques & Processes	5	15	D/615/3515	5,6
4	Unit 2	Contextual Studies	4	15	R/615/3513	7,8
5	Unit 28	Communication in Art & Design	4	15	F/615/3538	9,10
6	Unit 29	Workflow	4	15	J/615/3539	11,12
7	Unit 3	Individual Project (Pearson-set)	4	15	Y/615/3514	13,14
8	Unit 1	Professional Development	4	15	L/615/3512	15
9	Unit 38	Advanced Photography Studies	5	30	M/615/3549	16,17,18
10	Unit 47	Branding & Identity	5	15	Y/615/3559	19,20
11	Unit 48	Conceptual Practice	5	15	R/615/3561	21,22
12	Unit 49	Art Direction	5	15	Y/615/3562	23,24
13	Unit 33	Applied Practice - Collaborative Project (Pearson-set)	5	30	R/615/3544	25,26,27,28
14	Unit 32	Professional Practice	5	15	J/615/3542	29,30

Please note: the units shown above represent the current structure of the programme and may be subject to change.

Assessment

Students are assessed using a number of different methods such as:

- formal essay,
- digital recordings,
- visual diaries,
- learner journals,
- lighting plan diagrams,
- annotated images,
- mind maps,
- mood/concept boards,
- client brief analysis,
- presentations, etc.

Multiple assessments are geared to form a part of the student's final portfolio of work. This portfolio is very important when going out into the industry on completion of the programme.

All of the tasks set within each unit are mapped to the relevant learning outcomes for that particular unit as set out by the awarding body BTEC. All assessments are delivered and submitted online through the Online Learning Centre - a secure, proprietary learning platform developed for the Academy.

Grading of Assessments

Each unit is broken down into 1 to 3 assignments depending on the unit. The achievement of learning outcomes, through the submission of student work for each assignment within the unit, is formally assessed at the end of a unit.

To pass a unit, students need to meet all of the learning outcomes and pass assessment criteria for the specific unit. To achieve a merit the student must meet each of the pass and merit criteria within the unit. To achieve a distinction the student must meet each of the pass, merit and distinction criteria within the unit. Most units will have 4 merit outcomes and 2 to 4 distinction outcomes.

For each submitted assignment, students receive comprehensive, developmental formative feedback from a tutor who is active within the photography industry. At the end of each unit the student receives summative feedback and a provisional result. Results are provisional until verified by the BTEC External Examiner during the External Examiner visit.

Duration of Programme

Students may take up to three years to complete the HNC (Level 4) and may take up to 4 years to complete the HND (Level 5). Students can work at their own pace and in a time that suits them. There is no minimum time limit, however, a programme at this level does require a certain amount of time for reflection after completing a project. Students are encouraged to create an assignment calendar that includes assignment due dates that work for them, and one which can aid them in completing the programme within the required time frame.

Programme Team

The programme team is comprised of a Programme Leader/Course Director who oversees the effective delivery of the programme and who is supported by a Course Assistant. Tutors provide formative feedback to students and assess student submissions. The photography tutors form part of a highly skilled and knowledgeable team. Some of the tutors have more specialised qualifications and others have a broader knowledge of various, relevant topics. Students will benefit from their varied and vocationally relevant industry knowledge. Assessment decisions are internally verified by the programme team in line with BTEC standards.

External Examination & Quality Assurance

The Pearson BTEC Higher National Certificate (HNC) and the Pearson BTEC Higher National Diploma (HND) are higher education qualifications, aligned to the Framework for Higher Education Qualifications (FHEQ) in England, Wales and Northern Ireland, the Quality Assurance Agency (QAA) benchmarks, and are part of the Ofqual Regulated Qualifications Framework (RQF).

The Academy is a BTEC Centre approved to offer BTEC qualifications. The programme adheres to the standards of BTEC which are verified as part of the BTEC External Examiner (EE) visit. There are normally two EE visits per year and these visits include the verification of student results, sampling student work and verification of the Academy's QA Policies and Procedures. These policies and procedures are available to students within the student area of the Online Learning Centre and it is recommended that students periodically review these.

The Academy is also accredited by the International Accreditation and Recognition Council (IARC).

Additional Information

Our programme is a careful development and synthesis of many years of industry knowledge and educational teaching practice of the subject.

All key staff are passionate about the photography industry and have first-hand experience of what it takes to be a professional in this fast-moving economy.

We aim to provide a programme and mode of study that is accessible and available to all. We start our programme with the fundamentals of Photography and this allows students to build up a thorough knowledge and base that will allow them to progress into both employment and University to a Level 6 degree (UK).

Our programme focuses on the practical implications of working in the photography industry and is broad enough in its approach to allow students to branch off into a variety of career avenues.

In summation, Photography is a very broad subject with a range of applications and different avenues that graduates can choose to follow. In this programme we combine practical application with academic rigour to produce balanced and well-rounded photographers who are fit to apply their knowledge in a broad range of career arenas.

**Please note: This programme specification refers to UK Levels 4 (HNC) and 5 (HND) on the Regulated Qualifications Framework (RQF). The Level 4 (HNC) is comparable to the educational level of a Diploma and the Level 5 (HND) is comparable to the educational level of an Advanced Diploma. These qualifications are not on the Australian Qualifications Framework (AQF).*