Module code: MOD007340	Version: 1 Date Amended: 24/Jan/2020

1. Module Title

Production and Multi-Media

2a. Module Leader

Duncan Ganley

2b. School

Cambridge School of Art

2c. Faculty

Faculty of Arts, Humanities, Education and Social Sciences

3a. Level

4

3b. Module Type

Standard (fine graded)

4a. Credits

60

4b. Study Hours

600

5. Restrictions

Type	Module Code	Module Name	Condition
Pre-requisites:	None		
Co-requisites:	None		
Exclusions:	None		
Courses to which this module is restricted:	BA (hons) Photography		

LEARNING, TEACHING AND ASSESSMENT INFORMATION

6a. Module Description

This is an intensive practice-based module that introduces you to the fundamentals of lighting, the digital post-production workflow and time-based media as integral parts of photographic practice.

You will explore the practical use of constant and available lighting for photographic capture; digital imaging techniques using Photoshop; and time-based media processes and presentation methods, through a series of lectures, practice-based workshops and discussions, where you will be actively working on a range of projects and activities, individually and in groups

The emphasis is on learning key skills and gaining knowledge in these rapidly evolving aspects of photographic practice through creative experimentation and enquiry. The relationship between techniques, methods and ideas will be explored through assigned projects, class activities and self-guided learning. An exploration of the historical and contextual aspects of photographic lighting and cinema and the work of practitioners in the fields of studio, time-based and digital practice will complement and enrich your practical work. The module will include technical workshops, fieldwork and study visits to museums and art galleries. You will have access to technical resources during timetabled taught and self-guided sessions.

Your research and progress is evaluated through a combination of tutorials, self-assessment and peer group reviews, which provide an arena for critical exchange and formative feedback.

6b. Outline Content

- Introduction to principles of digital capture and digital camera use.

- Exploration of the digital imaging workflow using Adobe Photoshop.

- Workshops in digital image management and post-production skills.

- Assigned project work designed to reflect and support experimentation using a range of digital imaging skills.

- Exploration of ideas through practice and research.

- Introduction to using and controlling constant light in the Photographic studio.

- Using and controlling available light on location.

- Using an exposure meter

- Exploring lighting techniques to emphasize texture, shape and form.

- Introduction to principles of moving-image capture.

- Exploration of the media workflow including the use of Adobe Premiere, Photoshop and related software.

- Workshops in media management, post-production skills and presentation for a variety of platforms.

- Assigned project work designed to reflect and support experimentation using a range of still and moving image digital media and skills.

- Exploration of ideas through practice and research.

6c. Key Texts/Literature

The reading list to support this module is available at: https://readinglists.aru.ac.uk/

6d. Specialist Learning Resources

- Mac Computer suites

- Media services equipment loans

- Photographic studios

- Photography department digital printing facilities

7. Learning Outcomes (threshold standards)

No.	Type	On successful completion of this module the student will be expected to be able to:
1	Knowledge and Understanding	Demonstrate an understanding of photographic capture using constant and available lighting through practice.
2	Knowledge and Understanding	Demonstrate knowledge of the fundamental principles of the digital post-production workflow in practice.
3	Knowledge and Understanding	Demonstrate an understanding of time-based media techniques, processes and presentation methods through practice.
4	Intellectual, practical, affective and transferrable skills	Identify and explore a variety of relevant experimental approaches in photographic capture, digital imaging and time-based media to articulate ideas coherently.
5	Intellectual, practical, affective and transferrable skills	Develop the ability to discuss and critique your own work and identify, analyze and present research material in relation to your own work.
6	Intellectual, practical, affective and transferrable skills	Resolve and articulate research and practical findings in visual, written and oral forms in a clear, concise and professional manner

8a. Module Occurrence to which this MDF Refers

Year	Occurrence	Period	Location	Mode of Delivery
2025/6	ZZF	Template For Face To Face Learning Delivery		Face to Face

8b. Learning Activities for the above Module Occurrence

Learning Activities	Hours	Learning Outcomes	Details of Duration, frequency and other comments
Lectures	0	None	None
Other teacher managed learning	144	1-6	6 hrs per week, comprising workshops, seminars, reviews and briefings.
Student managed learning	456	1-6	Self Directed Learning
TOTAL:	600		

9. Assessment for the above Module Occurrence					
Assessment No.	Assessment Method	Learning Outcomes	Weighting (%)	Fine Grade or Pass/Fail	Qualifying Mark (%)
010	Coursework	1, 4-6	25 (%)	Fine Grade	30 (%)

Portfolio: Practical work including evidence of developmental work, contextual research and final outcomes in Photographic Studio practice. (Equivalent to 150 study hours)

Assessment No.	Assessment Method	Learning Outcomes	Weighting (%)	Fine Grade or Pass/Fail	Qualifying Mark (%)
011	Coursework	2, 4-6	25 (%)	Fine Grade	30 (%)

Portfolio: Practical work including evidence of developmental work, contextual research and final outcomes in digital Post-production photographic practice. (Equivalent to 150 study hours)

Assessment No.	Assessment Method	Learning Outcomes	Weighting (%)	Fine Grade or Pass/Fail	Qualifying Mark (%)
012	Coursework	3, 4-6	50 (%)	Fine Grade	30 (%)

Portfolio: Practical work including evidence of developmental work, contextual research and final outcomes in time-based and multimedia photographic practice. (Equivalent to 300 study hours)

In order to pass this module, students are required to achieve an overall mark of 40% (for modules at levels 3, 4, 5 and 6) or 50% (for modules at level 7*).

In addition, students are required to:
(a) achieve the qualifying mark for each element of fine graded assessment as specified above
(b) pass any pass/fail elements

[* the pass mark of 50% applies for all module occurrences from the academic year 2024/25 – see Section 3a of this MDF to check the level of the module and Section 8a of this MDF to check the academic year]