

Module code: MOD007341	Version: 2 Date Amended: 14/Jul/2021
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1. Module Title
Photographic Portfolio Practice

2a. Module Leader
Loren McCarthy

2b. School
Cambridge School of Art

2c. Faculty
Faculty of Arts, Humanities, Education and Social Sciences

3a. Level
5

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

In this module you will expand your professional practice focusing on developing a sequenced body of work and a commercial portfolio. You will also reflect on your marketing strategy and develop skills on how to promote your photography online and offline.

You will research, develop and finalise an ambitious body of work, reflecting critically on the process at significant stages throughout the project's development. You will develop an understanding of the importance of researching and developing an individual visual language, which considers a range of complex techniques, subject matters and photographic genres. A series of lectures will introduce you to photographers who work in sequenced bodies of work, methods and approaches to sequencing photography, layout of publications and the process of self-publishing. You will produce a carefully considered published photographic sequence as a multimedia piece and/or photographic book or zines.

Alongside, you will develop a commercial portfolio. Through live briefs and practical workshops You will build upon and expand your existing skills base. You will develop a list of professional contacts and will be encouraged to build a professional network. In this module we'll focus on the acquisition, development and review of key professional marketing principles, strategies and best practices. Through a pragmatic approach grounded in established literature, you'll explore the complementary dimensions of professionalism such as social media and public profile management (CV, portfolio, website); rights, permissions, ethical considerations, legal requirements and project planning.

6b. Outline Content

- Introduction to self-publishing
- Book binding
- Editing and sequencing workshops
- Theoretical and contextual writing skills
- Professional Skills
- Project Planning
- Marketing within photography
- Photography and the Law
- Photography and ethics
- Funding in the arts

6c. Key Texts/Literature

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

6d. Specialist Learning Resources

Digital computer suite

Film processing suite

B+W photographic darkroom

Colour photographic darkroom

Specialist photographic equipment

Photographic studios

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 the importance of experimentation, critical engagement and professional principles in a range of photographic processes in own work and work of others.
2	Knowledge and Understanding	Demonstrate an awareness of contemporary photography appropriating them to own practice in the development of a professional identity.
3	Knowledge and Understanding	Demonstrate an understanding of the creative potential of sequencing images, self-publishing and online processes.
4	Intellectual, practical, affective and transferrable skills	Identify own skillset and related areas for improvement whilst demonstrating increasing responsibility for independent learning, time management and planning skills.
5	Intellectual, practical, affective and transferrable skills	Test and evaluate contextual, theoretical, technical and practical knowledge in photography, in practical settings with increasing confidence.
6	Intellectual, practical, affective and transferrable skills	Contribute effectively to group tasks, engage and collaborate in peer to peer learning activities and projects.

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	120	1-6	5 HOURS/WEEK, workshops, theory and contextual lectures, Seminars, guest speakers, critiques and tutorials.
Student managed learning	480	1-6	Supported self-guided Learning: self-managed learning in the form of studio practice, social media marketing online practice, and CANVAS learning. Location/ field work and technician supported workshops.
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	1-6	40 (%)	Fine Grade	30 (%)
Portfolio of research, technical dossier, development and final outcomes, equivalent to 240 hours of study.					
Assessment No.	Assessment Method	Learning Outcomes	Weighting (%)	Fine Grade or Pass/Fail	Qualifying Mark (%)
011	Coursework	1-6	60 (%)	Fine Grade	30 (%)
Portfolio of research, technical dossier, development and final outcomes, equivalent to 360 hours of study.					

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]

