

Programme specification

(Notes on how to complete this template are provide in Annexe 3)

1. Overview/ factual information

Programme/award title(s)	Foundation Degree in Commercial Photography and Cinematography
Teaching Institution	Belfast Metropolitan College
Awarding Institution	The Open University (OU)
Date of first OU validation	25.01.2024
Date of latest OU (re)validation	N/A
Next revalidation	01.09.2029
Credit points for the award	240 points
UCAS Code	
HECoS Code	
LDCS Code (FE Colleges)	
Programme start date and cycle of starts if appropriate.	September 2024
Underpinning QAA subject benchmark(s)	QAA Undergraduate Subject Benchmark Statements for Communication, Media, Film & Cultural Studies (2019)
Other external and internal reference points used to inform programme outcomes. For apprenticeships, the standard or framework against which it will be delivered.	
Professional/statutory recognition	Northern Ireland Screen, Royal Television Society
For apprenticeships fully or partially integrated Assessment.	

Mode(s) of Study (PT, FT, DL, Mix of DL & Face-to-Face) Apprenticeship	Full time - Face to Face
Duration of the programme for each mode of study	Full-time - 2 years
Dual accreditation (if applicable)	
Date of production/revision of this specification	December 2023

Please note: This specification provides a concise summary of the main features of the programme and the learning outcomes that a typical student might reasonably be expected to achieve and demonstrate if s/he takes full advantage of the learning opportunities that are provided.

More detailed information on the learning outcomes, content, and teaching, learning and assessment methods of each module can be found in student module guide(s) and the students handbook.

The accuracy of the information contained in this document is reviewed by the University and may be verified by the Quality Assurance Agency for Higher Education.

2.1 Educational aims and objectives

The proposed rationale of the programme is to:

1. Equip learners with the skills and knowledge relevant to employment in the commercial photography and cinematography industries, in the key creative and technical areas.
2. To support the participation of learners from a range of disciplines to equip them with the knowledge and skills to enter employment where data is used to shape organisational growth and sustainability.
3. To provide a solution to meet the needs of employers in media sectors where the application of IT skills, teamworking, project managing, directing, camera skills, lighting skills, sound skills and post-production skills.
4. To provide a sustainable pipeline of new talent for employers currently experiencing skills deficit in the ever-growing area of media production.
5. To provide an opportunity for learners to progress to a range of bachelor's degree (Hons) programmes.
6. To provide an opportunity for learners to experience and apply the knowledge and transferable skills in the workplace.

Target Audience:

The target audience is learners who have recently completed A-Level's or equivalent in relevant subjects e.g., Creative Media Production, Moving Image Arts, Photography, Art.

The learners should have a specific interest in developing a career in the commercial photography or cinematography industries however the skills would be transferrable to other areas of the media industry e.g., Narrative Filmmaking, documentary and Television Production.

Structure:

- The FD in Commercial Photography and Cinematography will be structured in a way that supports the transfer of academic knowledge and understanding

and that this integrates with and supports the development of vocational skills and competencies, whilst ensuring academic rigour.

- The structure of the Programme will take account of external reference points such as Frameworks for Higher Educational Qualifications, Professional Body accreditation schemes.
- The programme will ensure that the Work Based Learning module (WBL) is relevant and contextualised within the scope of the industries needed to promote and ensure the availability of a pipeline of talent. WBL will also be structured to support the enhancement of relevant transferable skills needed for employment in this sector. Cognisance will also be given to ensuring the programme is representing opportunities for employment across small and medium-sized enterprises and self-employment.
- WBL will be supported to enable learners to take on appropriate role(s) within the workplace, giving them the opportunity to learn and apply the skills and knowledge they have acquired as an integrated element of the course. WBL will be supported and encouraged throughout the course, with a core focus on both small crew / solo operating work and larger commercial productions. The WBL activities should lead to the identification and achievement of defined and related learning outcomes for the learner.
- The structure of the FD in Commercial Photography and Cinematography will have at its core, an integrated approach to demonstration of characteristics that include employer involvement; accessibility; articulation and progression, flexibility and partnerships with industry.
- The learners will take part in extracurricular production opportunities, giving them real work experience of the industry. Students will be encouraged to submit their final productions to both student and professional film festivals and photography competitions, including but not limited to; RTS Awards, Belfast Film Festival, Cinemagic Film Festival, The Rode Reel competition, The British Photography Awards and CEWE. This will develop the learner's communication and teamworking skills as well as giving them a feel for the competitive nature of the Photography and Cinematography industries.

3. Programme structure and learning outcomes

(The structure for any part-time delivery should be presented separately in this section.)

Programme Structure - LEVEL 4					
Compulsory modules	Credit points	Optional modules	Credit points	Is module compensatable?	Year/Semester runs in
Image: Exposure, Lighting and Contrast	30			No	1/2
Capture: Composition, Depth and Focus	30			No	1/2
Production: Elements of Video Production	30			No	1/2
Delivery: Editing for Photo and Video	30			No	1/2

Intended learning outcomes at Level 4 are listed below:

<u>Learning Outcomes – LEVEL 4</u>	
3A. Knowledge and understanding	
Learning outcomes:	Learning and teaching strategy/ assessment methods
<p>A1: Identify and demonstrate knowledge of some of the theories, concepts and principles underpinning the commercial photography and cinematography industries.</p> <p>A2: Understand and explain the impact of new developments on the commercial photography and cinematography industries.</p>	<p>Teaching and Learning Methods:</p> <ul style="list-style-type: none"> Lectures, tutor directed tutorials, supervised practical sessions, learner led seminars and use of the College’s Virtual Learning Environment. <p>Assessment Methods:</p> <ul style="list-style-type: none"> Coursework related to assignments, case studies and projects, presentations, practical observation, and project reports.
3B. Cognitive skills	
Learning outcomes:	Learning and teaching strategy/ assessment methods
<p>B1: Apply some theories, principles and concepts to situations within the commercial photography and cinematography industries.</p> <p>B2: Apply a range of study skills and research techniques demonstrating the ability to interpret data and undertake independent research.</p>	<p>Learning and Teaching Methods:</p> <ul style="list-style-type: none"> Learners are challenged to develop their cognitive skills by developing arguments, strategies and hypotheses based upon their research. They will explore diverse topics and develop a critical analysis of their findings.

3B. Cognitive skills	
	<ul style="list-style-type: none"> • Intellectual qualities are developed mainly through lectures, seminars, tutorials, coursework, assignments, experimental work and projects. • Learners will be presented with briefs (both live and simulated) that utilises Project Based Learning, a learner centred pedagogy. • At Level 4, Learners will be introduced to fundamental practices across the industry that they will further build on and analyse at Level 5. <p>Assessment Methods:</p> <ul style="list-style-type: none"> • Learners will be assessed on their ability to critique and evaluate research. They will develop their knowledge using independent thinking skills and produce recommendations based upon and justified through supporting literature. • The assessment focuses on the coursework submissions, end of semester presentations, essays and project reports. Some of these skills are assessed in formal presentations. • Assessment strategies offer learners clear guidance concerning future development. Self-reflection and peer evaluation constitute an important part of formative assessment.

3C. Practical and professional skills	
Learning outcomes:	Learning and teaching strategy/ assessment methods
<p>C1: Undertake practical activities using technical skills and procedures whilst working as a manager/team member.</p> <p>C2: Demonstrate practical/professional skills with due regard for procedures, concepts and safe working practices.</p> <p>C3: Design, plan and produce content in a variety of industry contexts.</p>	<p>Teaching and Learning Methods:</p> <ul style="list-style-type: none"> • Lectures, tutor directed tutorials, student led seminars, supervised practical sessions and self-directed learning, and using the College's Virtual Learning Environment. <p>Assessment Methods:</p> <ul style="list-style-type: none"> • Coursework related to assignments, case studies and projects, written unseen examinations, presentations, practical examination/observation and project reports. • Application of hardware and software in an industry context. • Guest speakers/workshops to reflect on industry standards, procedures, best practice and current trends. • Use of project-based activities and case studies to build on knowledge and apply theoretical concepts and practical skills to real life situations.

3D. Key/transferable skills	
Learning outcomes:	Learning and teaching strategy/ assessment methods
<p>D1: Illustrate effective written and oral communication and numerical skills including the application of IT.</p> <p>D2: Illustrate the ability to self-appraise and reflect on practice to improve future performance.</p> <p>D3: Demonstrate personal and interpersonal skills such as effective planning, organising, time management and teamwork.</p>	<p>Learning and Teaching Methods:</p> <ul style="list-style-type: none"> • Transferable and fundamental skills are delivered throughout the course, i.e., lectures, coursework assignments. The teaching and learning of ICT skills will be within the course structure. Workshops include demonstrations such as ICT skills, PowerPoint and other I.T. applications, presentations and library research skills. Other learning and teaching methodologies include team teaching, demonstration and peer learning. • Workshops with lecturing staff and visiting professionals will support learners with research, academic writing and referencing throughout the year. Teaching and learning will be contextualised with social, ethical and legal relevance to the industry. Collaboration and communication techniques will be utilised through all learning and teaching activities, group discussions and simulations, project-based learning activities, report writing and blended and virtual learning platforms. • Over the course of the programme, learners are provided with essential information which they must then research, analyse and interpret. Learners will undertake further independent reading to broaden the understanding of specific problems and design principles. This is designed to stretch and challenge learners and develop their ability at Level 4 as preparation for Level 5. Creative thinking and critical analysis are engendered in every aspect of the

3D. Key/transferable skills	
	<p>programme and will be further fostered and encouraged through regular mentoring sessions with the unit lecturer. Discussion and critiques will support the development of problem resolution at a higher intellectual level.</p> <p>Assessment Methods:</p> <ul style="list-style-type: none"> • Learners will develop subject knowledge from data examination and enhance their understanding of assessments. Throughout the programme, learners will develop digital literacy by completing assessments and presentations using suitable methods. • The testing of learner knowledge is principally through coursework assignments, reports, practical tasks and class tests. Assessment of teamwork is through submission of teamwork tasks, learner/peer and self-assessment and oral presentations. • Assessment strategies offer learners clear guidance regarding future development. Self reflection and peer evaluation constitute an essential part of formative assessment.

Exit Award: Certificate in Higher Education in Commercial Photography and Cinematography. (Cert HE)

<u>Programme Structure - LEVEL 5</u>					
Compulsory modules	Credit points	Optional modules	Credit points	Is module compensatable?	Semester runs in
Analogue Photographic Practice and Processes	15			Yes	1
Advanced Lighting and Camera Techniques for Photography and Cinematography	30			No	1/2
Advanced Postproduction for Photography and Cinematography	30			No	1/2
Work Based Learning	45			No	1/2

Intended learning outcomes at Level 5 are listed below:

<u>Learning Outcomes – LEVEL 5</u>	
3A. Knowledge and understanding	
Learning outcomes:	Learning and teaching strategy/ assessment methods
<p>A1: Evaluate theories, concepts and principles within commercial photography and cinematography.</p> <p>A2: Demonstrate detailed knowledge of photography and cinematography.</p>	<p>Learning and Teaching Methods:</p> <ul style="list-style-type: none"> Lectures, tutor directed tutorials, supervised practical sessions, learner led seminars and use of the College's Virtual Learning Environment. <p>Assessment Methods:</p>

<u>Learning Outcomes – LEVEL 5</u>	
3A. Knowledge and understanding	
<p>A3: Develop personal performance in a range of technical and managerial skills and integrate knowledge, skills and practices required for careers in the industry.</p>	<ul style="list-style-type: none"> Coursework related to assignments, case studies and projects, presentations, practical examination/observation and project reports.
3B. Cognitive skills	
Learning outcomes:	Learning and teaching strategy/ assessment methods
<p>B1: Analyse current practices in the photography and cinematography industries to initiate improvement.</p> <p>B2: Locate, extract and analyse data from multiple sources, including the appropriate acknowledgement and referencing of sources.</p>	<p>Learning and Teaching Methods:</p> <ul style="list-style-type: none"> These intellectual cognitive skills are developed through lectures, seminars, tutorials or practical based activities, independent project work and work based learning activities. As with Level 4, learners will be presented with briefs however, at Level 5, project based learning will move to more complex industry defined problems, forcing the learners to develop their critical thinking, creativity and communication skills.

3B. Cognitive skills	
	<ul style="list-style-type: none"> At Level 5, WBL will guide the learners to develop more critical awareness, enabling learners to formulate ideas and confidently research and experiment to strengthen their outcomes. <p>Assessment Methods:</p> <ul style="list-style-type: none"> The formative and summative assessment focuses on coursework submissions, essays and project reports. Other assessment evidence may be generated using Log Books / Diary / Digital Diary, Reflective Journals, A/V evidence and completed products. Assessment strategies offer learners clear guidance regarding future development. Self reflection and peer evaluation constitute an important part of formative assessment. Where learners solve real life problems, cognitive skills are assessed via pitching and presenting ideas and peer feedback.
3C. Practical and professional skills	
Learning outcomes:	Learning and teaching strategy/ assessment methods
<p>C1: Plan, design and execute practical activities using techniques and procedures appropriate to the commercial photography and cinematography industries.</p>	<p>Teaching and Learning Methods:</p> <ul style="list-style-type: none"> Lectures, tutor directed tutorials, learner led seminars, supervised practical sessions and self-directed learning and use of the College's Virtual Learning Environment. <p>Assessment Methods:</p>

3C. Practical and professional skills	
<p>C2: Demonstrate practical/professional skills within a team setting - adapting and developing new skills and procedures for new situations whilst developing the product.</p> <p>C3: Plan, design and create products using appropriate equipment/technology.</p> <p>C4: Employ creative techniques to business related problems.</p>	<ul style="list-style-type: none"> • Coursework related to assignments, case studies and projects, presentations, practical examination/observation and project reports. • Site visits to organisations and companies to reflect on industry standards, procedures, best practice and current trends. • Use of project-based module and case studies to build on knowledge and apply theoretical concepts and practical skills to real life situations.
3D. Key/transferable skills	
Learning outcomes:	Learning and teaching strategy/ assessment methods
<p>D1: Discover key problem areas and choose appropriate tools and methods, numeracy and literacy skills, data and information for their resolution.</p> <p>D2: Interact effectively within a team, giving and receiving information and ideas and modifying responses where appropriate, to develop professional working relationships.</p> <p>D3: Demonstrate personal and interpersonal skills such as the effective planning, organising, management of and responsibility for contributing to the bringing of projects to completion on time either independently or as a team member.</p>	<p>Learning and Teaching Methods:</p> <ul style="list-style-type: none"> • Key/transferable skills will be developed through lectures, seminars and tutorials. This also includes ICT skills, information management, library research skills and preparation for placement activities. All transferable skills apply to theoretical disciplines, practical and work based activities. Other learning and teaching methodologies include team teaching, demonstration and peer learning. • Learners will be provided with key information which they will research, analyse and interpret, then seek out further reading where they must independently broaden their understanding of specific problems and creative design principles. The fundamental

3D. Key/transferable skills	
<p>D4: Evaluate own strengths and weaknesses, challenge received opinion and develop own criteria and judgement.</p>	<p>design of the programme is to stretch learners, develop their skills at Level 5 as preparation for Level 6 and industry.</p> <ul style="list-style-type: none"> • Work Based Learning at Level 5 enable students to work in industry (or simulated) contexts driving them to become effective in their time management, taking responsibility for their work and managing working with others in a professional environment. • Creative thinking and critical analysis are applied to all aspects of the programme and will be further fostered and encouraged through lecturer mentoring weekly. Discussion and critiques support the development of problem resolution at a higher intellectual level. At Level 5, learners are encouraged to develop their self reflection and set targets with the tutor, reflecting on feedback and responding to this. <p>Assessment Methods:</p> <ul style="list-style-type: none"> • Formative and summative assessments will be shown through coursework submissions, essays and project reports. Other assessment evidence may be generated using Logbooks / Diary / Digital Diary, Reflective Journals, audio visual evidence and completed products, peer and supervisory review/evaluation.

Annexe 1 - Curriculum map – Level Four A5, A6, A7, A8, B5, B6, B7, B8, C5, C6, C7, C8, D4, D5, D6, D7 NOT APPLICABLE

This table indicates which study units assume responsibility for delivering (shaded) and assessing (✓) particular programme learning outcomes.

Level	Study module/unit	Programme outcomes									
		A1	A2	B1	B2	C1	C2	C3	D1	D2	D3
4	Image: Exposure, Lighting and Contrast	✓		✓		✓				✓	✓
	Capture: Composition, Depth and Focus	✓			✓	✓		✓		✓	
	Production: Elements of Video Production	✓	✓	✓			✓		✓		✓
	Delivery: Editing for Photo and Video		✓	✓				✓		✓	✓

Curriculum map – Level Five

Level	Study module/unit														
		A1	A2	A3	B1	B2	C1	C2	C3	C4	D1	D2	D3	D4	
5	Analogue Photographic Practice and Processes		✓	✓	✓			✓	✓					✓	✓
	Advanced Lighting and Camera Techniques for Photography and Cinematography	✓				✓	✓	✓				✓			✓
	Advanced Postproduction for Photography and Cinematography	✓			✓		✓		✓		✓				✓
	Work-based Learning			✓	✓	✓		✓		✓		✓		✓	✓