

# Programme Specification

## Postgraduate Programmes

<b>Awarding Body/Institution</b>	University of London
<b>Teaching Institution</b>	Goldsmiths, University of London
<b>Name of Final Award and Programme Title</b>	MA Photography: The Image & Electronic Arts
<b>Name of Interim Award(s)</b>	Postgraduate Certificate in Image and Communication
<b>Duration of Study/Period of Registration</b>	1 year full time
<b>UCAS Code(s)</b>	N/A
<b>HECos Code(s)</b>	(100063) Photography
<b>QAA Benchmark Group</b>	N/A
<b>FHEQ Level of Award</b>	Level 7
<b>Programme Accredited by</b>	N/A
<b>Date Programme Specification last updated/approved</b>	August 2017
<b>Primary Department/Institute</b>	Media, Communications & Cultural Studies

<b>Departments which will also be involved in teaching part of the programme</b>
N/A

### Programme overview

The MA in Photography: The Image and Electronic Arts gives practitioners and theorists the opportunity to research and develop the new boundaries of image-making made possible by technological change within the context of post-industrial culture.

Through a unique combination of practice and theory, the MA in Photography: The Image and Electronic Arts is focused on developing, evaluating and producing aspects of visual style in photography and electronic visualisation within the context of popular media practice, including art.

### Programme entry requirements

You should normally hold, or expect to hold, an appropriate first degree in a relevant subject and have a level of practical experience; alternatively you may be a non-graduate and have relevant practical experience, and be able to demonstrate an ability to work at this level. If you are not a graduate or, alternatively, your degree is in a non-related field, you may be subject to a qualifying examination (which may be required of any candidate). Applications from EU and overseas (non-EU) students are welcomed. If your first language is not English, you should normally have achieved a minimum score of 6.5 in IELTS (International English Language Testing System).

### Aims of the programme

Through a combined study of theory and practice, the programme provides an opportunity to research and/or develop aspects of visual style or production, and draw on a broad range of cultural references and technical practices.

The programme is primarily focused on a detailed evaluation of popular media practice. The structure of these evaluations recognises the systematic nature of the analysis of images, media production and circulation. In the context of technical developments and a high consumer economy, the range and definition of popular media practices is undergoing radical change. The programme offers the opportunity of taking stock of evolving developments in image media culture and addressing the crisis arising from

the new mobility of the image.

The programme will be available in two modes, allowing specialisation in either photography or electronic graphics, but with a common theory element and common practice elements. Recognising the rapidly changing definitions and context of these practice areas, these categories may be understood through a variety of practices which involve image construction and presentation, both still and durational. This programme provides an opportunity for both practitioners and theorists to research and develop the new boundaries of image making which have been made possible by technological change.

Fundamental to the MA is the space that it creates, within which it becomes possible for you to explore, question, change and consolidate your work and your ideas. You will be expected to sustain a personal programme of research and production assisted by course tutors. As every student is taught according to their own particular interests, tutorial supervision plays a very substantial role in the learning experience.

Students are accepted for the MA in Photography: The Image & Electronic Arts because it is felt that they can achieve their essential goals within the year and within the resources available.

### What you will be expected to achieve

Students who successfully complete the module "Image Construction, Manipulation and Management (75 CATS) may exit the programme with the award of the Postgraduate Certificate in Image & Communication. The Postgraduate Certificate is awarded without grade.

Students who are awarded the Postgraduate Certificate in Image & Communication will be able to demonstrate the following learning outcomes:

<b>Knowledge and Understanding</b>		<b>Taught by the following modules</b>
<b>A1</b>	Learn a wide range of imaging techniques and practices.	Image Construction, Manipulation and Management
<b>A2</b>	Develop a sophisticated and focused approach to image production.	Image Construction, Manipulation and Management

<b>Cognitive and Thinking Skills</b>		<b>Taught by the following modules</b>
<b>B1</b>	Learn a wide range of imaging techniques and practices.	Image Construction, Manipulation and Management
<b>B2</b>	Develop a sophisticated and focused approach to image production.	Image Construction, Manipulation and Management

<b>Subject Specific Skills and Professional Behaviours and Attitudes</b>		<b>Taught by the following modules</b>
<b>C1</b>	Evaluation in a number of contexts, eg.(production/ concepts).	Image Construction, Manipulation and Management

<b>Transferable Skills</b>		<b>Taught by the following modules</b>
<b>D1</b>	Many of the technologies taught are used in other areas of work (i.e. management, soft engineering and research among others).	Image Construction, Manipulation and Management
<b>D2</b>	The skill of reasoned exposition is important in most management and directorial positions.	Image Construction, Manipulation and Management

Students who successfully complete the MA Photography: The Image & Electronic Arts will demonstrate the following learning outcomes:

<b>Knowledge and Understanding</b>		<b>Taught by the following modules</b>
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<b>A1</b>	Learn a wide range of imaging techniques and practices.	Image Construction, Manipulation and Management
<b>A2</b>	Develop a sophisticated and focused approach to image production.	Image Construction, Manipulation and Management
<b>A3</b>	Acquire knowledge of theoretical issues and debates relating to your programme of study.	Issues in Media and Culture
<b>A4</b>	Acquire the ability to articulate reasoned expositions of your work and practice.	Image Construction, Manipulation and Management and Portfolio
<b>A5</b>	Acquire the ability to articulate qualities relating to your work and its cultural significance.	Image Construction, Manipulation and Management and Portfolio
<b>A6</b>	Acquire the ability to articulate qualities relating to your work and its cultural significance.	Image Construction, Manipulation and Management and Portfolio

<b>Cognitive and Thinking Skills</b>		<b>Taught by the following modules</b>
<b>B1</b>	Learn a wide range of imaging techniques and practices.	Image Construction, Manipulation and Management
<b>B2</b>	Develop a sophisticated and focused approach to image production.	Image Construction, Manipulation and Management
<b>B3</b>	Acquire knowledge of theoretical issues and debates relating to your programme of study	Ascent of the Image
<b>B4</b>	Acquire a high level of critical evaluation, self evaluation in the use of differing methodologies towards the creative production process.	Image Construction, Manipulation and Management and Portfolio
<b>B5</b>	Acquire a high level of self starting and individually resourced research motivation that results in an excellent original portfolio.	Image Construction, Manipulation and Management and Portfolio

<b>Subject Specific Skills and Professional Behaviours and Attitudes</b>		<b>Taught by the following modules</b>
<b>C1</b>	Evaluation in a number of contexts, eg. (Production/ concepts).	Image Construction, Manipulation and Management
<b>C2</b>	Methodological choices between concepts and skills.	Image Construction, Manipulation and Management and Portfolio
<b>C3</b>	Interpretation against/with analysis.	Image Construction, Manipulation and Management and Portfolio
<b>C4</b>	Organisational think in relation to process.	Image Construction, Manipulation and Management and Portfolio

<b>Transferable Skills</b>		<b>Taught by the following modules</b>
<b>D1</b>	Many of the technologies taught are used in other areas of work (i.e. management, soft engineering and research among others).	Image Construction, Manipulation and Management
<b>D2</b>	Skills with the manipulation of theoretical issues and debates are useful in the cultural sector.	All modules
<b>D3</b>	The skill of reasoned exposition is important in most management and directorial positions.	Image Construction, Manipulation and Management
<b>D4</b>	The skill of articulating qualities relating to cultural significance are used in the cultural sector, advertising and some areas of writing among others.	All modules
<b>D5</b>	Skills which allow mobility within the media, art,	

	and cultural sectors can also provide the insights necessary to create new work/job types in the creative field.	All modules
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## How you will learn

Enabling sessions followed by individual reinforcement with technical support structure and support technical learning. Individual tutorial sessions which include dialogue, critical analysis and agreed work strategies support the development of each student as an individual imaginative and reflexive producer. A module of academic theory lectures with group tutorials and seminars provides the structure in which to acquire knowledge of theoretical issues and debates. Outcomes are also supported by references mentioned and discussed during tutorials and a separate 'Theory Practice' module.

Confidence and ability to articulate reasons and qualities held within student work and work used as reference is structured through supervised student seminars requiring students to present and discuss their work in the first and third terms of the module. These outcomes are also supported by individual tutorial discussions.

The coherence of the product outcome of the MA through the portfolio of work and exhibition is structured through tutorial development, enabling sessions, as well as preparation and instruction on the exhibition and presentation of work.

The module has continually been developed in relation to critical, cultural and creative movements in culture.

## How you will be assessed

Assessment of outcomes 1,2,4, and 6 is through examination by portfolio/exhibition and \*viva, and a programme of practical coursework arising out of the enabling sessions, lectures, presentations, seminars and tutorials.

Assessment of outcome 3 is by an essay of between three and four thousand words.

Assessment of outcome 4 and 5 is by the theory practice essay of between three and four thousand words.

\* The viva voce examination will be required except where an equivalent contact has been undertaken (i.e. where the external is not able to interview at the examination date, but has previously done so).

## Marking criteria

Mark	Descriptor	Specific Marking Criteria
80-100%	Distinction (Outstanding/Exceptional)	<p>Portfolio/Exhibition Grading Criteria Awarded when a candidate satisfies the requirements for a distinction but to an outstanding degree.</p> <p>Viva Voce Grading Criteria Awarded when a candidate satisfies the requirements for a distinction but to an outstanding degree</p> <p>Examined Coursework Grading Criteria Awarded when a candidate satisfies the requirements for a distinction but to an outstanding degree.</p> <p>Essay Grading Criteria A mark of 80% or higher is awarded when a candidate</p>

		satisfies the requirements for a Distinction, but to an outstanding degree. Such work may be of publishable quality and will make a significant contribution to debate within the field.
70-79%	Distinction	<p><b>Portfolio/Exhibition Grading Criteria</b> The candidate will achieved the appropriate learning outcomes to a very effective extent .Work will be of very high overall quality, which demonstrates an effective familiarity with a wide range of imaging techniques and practices. The work will have developed a high level of sophistication and focused approach to image production, and produced a high level of coherence and sophistication in the presentation of the body of work exhibited.</p> <p><b>Viva Voce Grading Criteria</b> The candidate will have demonstrated the achievement of the appropriate learning outcomes to a very effective extent. Presentation of very high overall quality during which the student is highly conversant with a body of theory that relates to the programme of study, is able to provide a high standard of reasoned exposition of work and practice and is able to articulate to a high standard qualities relating to his/her work and its cultural significance</p> <p><b>Examined Coursework Grading Criteria</b> The candidate will have successfully achieved the appropriate learning outcomes to a very effective extent. Engagement with all aspects of module-work, theory-practice seminars, student presentations, tutorials and student initiatives, such as the exhibition, will have been to a very high standard.</p> <p><b>Essay Grading Criteria</b> Awarded when the assessed work demonstrates the application of appropriate knowledge, understanding and skills specified in the Learning Outcomes of the module to a very effective extent. The work will show evidence of extensive relevant reading and an impressive grasp of the current major issues in the field. This knowledge will have been reviewed critically with insight and independence of thought. Arguments and the presentation of evidence will demonstrate sophisticated reasoning, with clear awareness of issues of methodology and evidence, and will be particularly clear, focused and cogent.</p>
60-69%	Merit	<p><b>Portfolio/Exhibition Grading Criteria</b> The candidate will have achieved the appropriate learning outcomes of the programme to an effective extent. Work will be of an overall high standard. It will have achieved the majority of its goals and will demonstrate a significant degree of familiarity with a wide range of imaging techniques and practices, and will have developed a significant degree of sophistication and a focused</p>

		<p>approach to image production, and produced a significant level of coherence and sophistication in the presentation of the body of work exhibited.</p> <p><b>Viva Voce Grading Criteria</b> The candidate will have demonstrated the achievement of the appropriate learning outcomes to an effective extent. A presentation that achieves a high standard during which the student presents a significant level of ability in conversing with the body of theory that relates to the programme of study and is able to provide a significant standard of reasoned exposition of work and practice. The student is also able to articulate to a significant standard an insight into the qualities relating to his/her work and its cultural significance.</p> <p><b>Examined Coursework Grading Criteria</b> The candidate will have successfully achieved the appropriate learning outcomes to an effective extent. Engagement with all aspects of module-work, theory-practice seminars, student presentations, tutorials and student initiatives, such as the exhibition, will have been to a high standard. <b>Essay Grading Criteria</b> Awarded when the assessed work demonstrates the application of appropriate knowledge, understanding and skills specified in the Learning Outcomes of the module to an effective extent. The work will show consistency and fluency in discussing and evaluating evidence and theories drawn from a wide range of sources. The candidate will demonstrate the ability to relate their reading to the topic, and will clearly have understood and assimilated the relevant literature.</p>
50-59%	Pass	<p><b>Portfolio/Exhibition Grading Criteria</b> The candidate will have achieved the appropriate learning outcomes to a satisfactory extent. Work will show degrees of familiarity with a wide range of imaging techniques and practices, and will have developed some degree of sophistication and a focused approach to image production, and produced a competent level of coherence and sophistication in the presentation of the body of work exhibited.</p> <p><b>Viva Voce Grading Criteria</b> The candidate will have demonstrated the achievement of the appropriate learning outcomes to a satisfactory extent. A student will demonstrate a good ability to be conversant with a body of theory that relates to the programme of study, and will be able to provide a satisfactory standard of reasoned exposition of work and practice. The student will also able to articulate some insight into the qualities relating to his/her work and its cultural significance.</p> <p><b>Examined Coursework Grading Criteria</b></p>

		<p>The candidate will have achieved the appropriate learning outcomes to a satisfactory extent. Engagement with all aspects of module-work, theory-practice seminars, student presentations, tutorials and student initiatives, such as the exhibition, will have been to a reasonable standard.</p> <p><b>Essay Grading Criteria</b> Awarded when the assessed work demonstrates the application of appropriate knowledge, understanding and skills specified in the Learning Outcomes of the module to a satisfactory extent. There is clear evidence of knowledge and understanding, but there may be limited development of ideas, critical comment or methodology. Within these limitations there will be an indication that the candidate has grasped fundamental concepts and procedures from the module.</p>
30-49%	Fail	<p><b>Portfolio/Exhibition Grading Criteria</b> The candidate will not have achieved the majority of learning outcomes to a satisfactory standard. Work will demonstrate poor familiarity with a wide range of imaging techniques and practices, with a lack of sophistication and an unfocused approach to image production, producing a poor level of coherence and sophistication in the presentation of the body of work exhibited.</p> <p><b>Viva Voce Grading Criteria</b> The candidate will have not been able to demonstrate the achievement of the learning outcomes to a satisfactory level. A presentation which is of an overall unsatisfactory standard during which the student has shown a poor understanding of the body of theory relating to the programme of study, has been unable to provide a satisfactory standard of reasoned exposition of work and practice. The student has also been unable to articulate insight into the qualities relating to his/ her work and its cultural significance.</p> <p><b>Examined Coursework Grading Criteria</b> The candidate will not have achieved the appropriate learning outcomes to a satisfactory extent. Engagement with all aspects of module-work, theory-practice seminars, student presentations, tutorials and student initiatives, such as the exhibition, will have been to a poor standard.</p> <p><b>Essay Grading Criteria</b> Awarded when the candidate demonstrates an unsatisfactory application of appropriate knowledge, understanding and skills specified in the Learning Outcomes of the module.</p>
10-29%	Bad fail	Represents a significant overall failure to achieve the appropriate learning outcomes at Masters standard.
1-9%	Very bad fail	A submission that does not even attempt to address the specified learning outcomes.

0%	Non submission or plagiarised	A categorical mark representing either the failure to submit an assessment or a mark assigned for a plagiarised assessment.
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## How the programme is structured

The programme is made up of the following core modules:

Academic Year of Study 1

Module Title	Module Code	Credits	Level	Module Status	Term
Image Construction, Manipulation and Management	MC71119A	75	7	Core	1-2
Ascent of the Image	MC71175A	15	7	Core	1
Portfolio	MC71048A	90	7	Core	3

## Academic support

Support for learning and wellbeing is provided in number of ways by departments and College support services who work collaboratively to ensure students get the right help to reach their best potential both academically and personally.

Students are allocated a personal tutor and a Senior Tutor in each department who has overall responsibility progress and welfare. Departments arrange regular communication to students in the form of mailings and meetings as well as regular progress reports and feedback on coursework and assignments. This is in addition to scheduled seminars, tutorials and lectures/workshops.

Every student is assigned a personal tutor who will meet with their student twice a year either face-to-face, as part of a group and/or electronically, the first of which normally takes place within the first few weeks of the first term. Personal tutors are also available to students throughout the year of study. These meetings aim to discuss progress on modules, discussion of the academic discipline and reports from previous years if available (for continuing students). This way progress, attendance, essay/coursework/assessment marks can be reviewed, and an informed discussion can be about how to strengthen learning and success.

Students are sent information about learning resources in the Library and on the VLE so that they have access to programme handbooks, programme information and support related information and guidance. Timetables are sent in advance of the start of term so that students can begin to manage their preparation and planning.

Taught sessions and lectures provide overviews of coursework themes, which students are encouraged to complement with intensive reading for presentation and discussion with peers at seminars. Coursework essays build on lectures and seminars, so students are encouraged to attend all taught sessions to build knowledge and their own understanding of their chosen discipline.

In depth feedback is provided for written assignments and essays via written feedback forms and formative feedback with module tutors/leads is provided to ensure that students' work is on the right track. Feedback comes in many forms and not only as a result of written comments on a marked essay. Students are given feedback on developing projects and practice as they attend workshops and placements.

Students may be referred to specialist student services by department staff or they may access support

services independently. Information about support services is clearly provided on the College Website and for new students through new starter information and induction/Welcome Week. Any support recommendations that are made are agreed with the student and communicated to the department so that adjustments to learning and teaching are able to be implemented at a department level and students can be reassured that arrangements are in place. Opportunities are provided for students to review their support arrangements should their circumstances change. The Inclusion and Learning Support and Wellbeing Teams maintain case loads of students and provide on-going support.

The Careers Service provides central support for skills enhancement, running the Gold Award Scheme and other co-curricular activities that are accredited via the higher education achievement report (HEAR).

The Academic Skills Centre works with academic departments offering bespoke academic literacy sessions. It also provides a programme of academic skills workshops and one-to-one provision throughout the year, which students can access directly at [gold.ac.uk/asc/](http://gold.ac.uk/asc/).

### **Links with employers, placement opportunities and career prospects**

Students graduating from the MA Photography: The Image & Electronic Arts programme become involved in a broad range of activities including, design, film/video, art direction, commercials, fine art, photography, motion graphics, animation, multi media interactive design, web management design, PhD research and curation among others. In many cases graduates are involved in several different activities, whilst others invent new spaces in which to work and be employed. The overwhelming majority of graduates achieve their wishes and goals, many of which have been developed during the year.

### **The requirements of a Goldsmiths degree**

#### **Master's Degrees**

All Master's degrees at Goldsmiths have a minimum value of 180 credits. Programmes are comprised of modules which have individual credit values. In order to be eligible for the award of a Master's degree students must have passed all modules on the programme.

#### **Intermediate Exit Points**

Some programmes incorporate intermediate exit points of Postgraduate Certificate and Postgraduate Diploma, which may be awarded on the successful completion of modules to the value of 60 credits or 120 credits respectively. Individual programmes may specify which, if any, combination of modules are required in order to be eligible for the award of these qualifications. The awards are made without classification.

#### **Final Classification**

There are four possible categories of final classification for Master's degrees: Distinction, Merit, Pass and Fail.

For further information, please refer to the Regulations for Postgraduate Taught Students, which may be found here: [www.gold.ac.uk/governance/studentregulations/](http://www.gold.ac.uk/governance/studentregulations/)

### **Programme-specific rules and facts**

#### **Programme costs**

#### **General Costs**

In addition to your tuition fees, you will be responsible for meeting standard costs associated with your study. Find out more information here: <https://www.gold.ac.uk/programme-costs>

## **How teaching quality will be monitored**

Goldsmiths employs a number of methods to ensure and enhance the quality of learning and teaching on its programmes.

Programmes and modules must be formally approved against national standards and are monitored throughout the year in departmental staff / student forums and through the completion of module evaluation questionnaires. Every programme also has at least one External Examiner who produces an annual report which comments on the standards of awards and student achievement.

This output is considered with other relevant data in the process of Annual Programme Review, to which all programmes are subject, and which aims to identify both good practice and issues which require resolution.

Every six years all programmes within a department are also subject to a broader periodic review. This aims to ensure that they remain current, that the procedures to maintain the standards of the awards are working effectively and the quality of the learning opportunities and information provided to students and applicants is appropriate.

Detailed information on all of these procedures are published on the webpages of the Quality Office (<http://www.gold.ac.uk/quality/>).