

MA Visual Anthropology

Programme specification

1. Programme details

Item	Information
a) Programme name (incl. pathways):	MA Visual Anthropology
b) Programme code(s)	TBC
c) Programme credit value(s)	180 CATS 90 ECTS
d) Programme author(s)	Lee Douglas
e) Entry requirements	<p>Students will normally have a first degree (2.1) in anthropology or a cognate discipline in the humanities, social sciences or visual arts. Non-native English-speakers will normally have to satisfy the University of London requirements of IELTS (6.5). There is no requirement of experience in film production.</p> <p>In exceptional circumstances, where students can demonstrate that they would be able to produce work of Masters standard, then practical experience in the fields of film, journalism, or any other related professional practice may be considered as equivalent qualifying experience for the programme. Where equivalent experience is considered candidates may be asked to demonstrate their competence through written essay submission, portfolio review and interview.</p> <p>IELTS 6.5 (with a minimum of 6.5 in the written element).</p>
f) Academic year effective from	2026/27

2. Programme Aims & Overview

Aims

The MA Visual Anthropology provides a unique combination of theory and visual practice to students wanting to engage with contemporary phenomenon through multimodal ethnographic methods.

Leaving the definition of visual anthropology open to invention and experimentation, the degree considers the how the subfield has developed and its core contributions—both past and present—to broader anthropological debates. By extension, it also introduces students to conceptual, methodological, and ethical concerns in and beyond the social sciences to expand what visual anthropology is and can be. In doing so, it equips students to engage thoughtfully with the professional concerns of anthropologists while also acquiring the practice-based skills to produce anthropologically informed representations to other audiences.

Combining theory and visual practice, This degree introduces students to communities of practice through a pedagogical approach that combines theory and visual practice to equip them with important professional skills that will allow them to work both independently and collaboratively.

Overview

This programme aims to provide specialist anthropological training in theoretical and practical aspects of visual anthropology.

The programme offers an integrated experience combining cutting edge debates in visual methodologies, social anthropology, contemporary practice, and critical theory. It develops students' ability to connect theoretical perspectives with multimodal film practice, fostering critical engagement with representations of social phenomena. Students gain practical skills within a community of practice dedicated to using audio/visual approaches to ethnographic methodologies. Designed for students interested in approaching contemporary themes through ethnography and audiovisual media, the MA supports the acquisition of audio/visual skills, the development of an anthropologically informed audio/visuall portfolio development, and experience with theoretical inquiry. Graduates progress into fields such as film production, ethnography, arts practice, and applied research for the third sector.

3. External reference

Item	Information
a) FHEQ Level of Award:	7
b) UCAS Code(s):	Not applicable
c) HECoS Code(s):	(100436) Anthropology
d) QAA Benchmark group:	NA

4. Awards

Item	Information
a) Awarding institution:	Goldsmiths, University of London
b) Teaching institution:	Goldsmiths, University of London
c) Home School:	Global Change If other, name here:

Item	Information
d) School(s) also involved in teaching of the programme:	1. 2. 3. If other, name here:
e) Entry awards:	<input type="checkbox"/> Foundation Cert <input type="checkbox"/> CertHE <input type="checkbox"/> DipHE <input type="checkbox"/> PGCert <input type="checkbox"/> PGDip
f) Interim exit awards:	<input type="checkbox"/> Foundation Cert <input type="checkbox"/> CertHE <input type="checkbox"/> DipHE <input checked="" type="checkbox"/> PGCert <input checked="" type="checkbox"/> PGDip
g) Final awards:	MA

5. Delivery

Item	Information
a) Language of study:	English
b) Valid intake points in year:	<input type="checkbox"/> January <input checked="" type="checkbox"/> Sept/Oct <input type="checkbox"/> Other If other, specify:
c) Mode of study:	On Campus Indicate the overall balance of teaching modes in the rows below. Row d) shows total hours of directed learning, with e) and f) showing how this is broken down in in-person vs. online learning, in hours and percentages.
d) Total hours directed learning/year	1800
e) In-person hours	1800 100%
f) Online hours	0 0%
g) Pace of study:	<input checked="" type="checkbox"/> Full time <input checked="" type="checkbox"/> Part time
h) Duration of programme	Full time: 12 <input type="checkbox"/> years <input checked="" type="checkbox"/> months Part time: 24 <input type="checkbox"/> years <input checked="" type="checkbox"/> months
i) External accreditation:	
j) Apprenticeship Standard:	

6. Programme Learning Outcomes

Also, see the [curriculum map](#) at the end of document.

For UG exit awards, Learning Outcomes must be achieved in the level indicated below:

- CertHE = Level 4
- DipHE = Level 5

Learning outcomes are grouped in categories of:

- **Declarative learning** - knowledge, thinking & facts (D1-3)
- **Functional learning** - application of knowledge, thinking & facts (F1-3)
- **Professional and transferable skills and behaviours** (P1-3)

On successful completion of the programme, you will be able to:

	Learning Outcome	Level	Graduate Attribute
D1	Acquire conceptual and methodological knowledge of the key concepts and debates in visual anthropology, including the broader discipline's changing relationship with images and the critique surrounding it	7	Diversity of perspective
D2	Critically analyse the literature on visual anthropology, ethnographic film, photography, and multimodality as it relates to the history of anthropology, its contemporary debates and its future possibilities within and beyond anthropology	7	Diversity of perspective
D3	Distinguish and appraise a range of ethnographic research methodologies and visual practices, as well as their potential applications and possible limitations	7	Responsible agency
F1	Engage with debates on audio/visual representation, multimodal methods, and creative practice and their relation to contemporary ethnographic approaches	7	Diversity of perspective
F2	Establish creative connections between previous academic and work experiences with themes emerging from the programme	7	Political in the personal
F3	Compare perspectives on visual methods, audio/visual practice, and visual anthropology with the perspectives from other areas of anthropology, other disciplines, and other forms of creative, inventive practice	7	Diversity of perspective
P1	Adapt concepts and methods flexibly and imaginatively to pursue future specific aims relating to career development or further research	7	Responsible agency
P2	Design, formulate and conduct research on a topic relevant to contemporary debates in anthropology while using audio/visual means to present research findings	7	Responsible agency
P3	Deploy a range of research methods and utilise computer applications for data collection and processing, bibliographic searches, and the editing and production of visual work and anthropological film	7	Diversity of perspective

7. Programme Structure

For Undergraduate programmes (UG), each level must amount to at least **120 CATS** (60 ECTS).

Postgraduate (PGT) programmes must amount to at least 180 CATS (90ECTS), with exception to interim exit awards.

Programmes are staged in **Phases**, where each Phase relates to an exit award.

Compulsory modules must be taken by all students.

Option modules – you must choose one or more of the options available to this programme at this level and point. The option modules available from this list may vary from year to year, depending on student numbers and staff availability. Selection takes place during your studies, not before.

Also, see [curriculum structure grid](#).

Programme structure notes (where relevant):

Phase 1 & 2 (FT)

Module Name	Code	Credit	Level	Type	Term	Year PT	Pathway
Ethnographic Film & Cinema Studies	AN71032 B	30	7	Compulsory	1	Y1	NA
Through the Lens: Art & Contemporary Practice	AN71004 B	30	7	Compulsory	2	Y1	NA
Directions and Diversions in Visual Ethnography	AN71041 C	30	7	Compulsory	1	Y1	NA
Options to the value of 30 CATS		30	7	Option - Shared	1-2	Y1	NA

Phase 3 (FT)

Module Name	Code	Credit	Level	Type	Term	Year PT	Pathway
Audio/Visual Production	AN71083 A	60	7	Compulsory	1-2-3	Y2	NA

8. Learning, Teaching & Assessment

Learning & Teaching methods

Teaching will be via a range of formats to be as relevant as possible to the topic and learning outcomes. This may be through workshops, practical labs, lectures and seminars. It may have a mix of in-person and online activities, designed to give you the best learning experience and to make the most out of your learning experience. You are expected to attend all of your timetabled learning activities.

Specifically, this programme will be taught in the following ways:

We recognise the importance of supporting students working in small groups on MA modules. Compulsory modules and options are delivered through small-group seminars, reinforced where appropriate with tutorial support. Alongside this, students take part in a series of practice-based workshops led by practicing visual anthropologists and image-makers. Compulsory modules also include seminars where students engage directly with image-making professionals and researchers, as well as film screenings and institutional visits, expanding learning beyond the classroom. Through a series of group crits, students also develop key specialist skills in film production and research methods. These include the ability to successfully pitch film projects, to define appropriate ethical approaches for such projects, and to give and receive constructive feedback.

The specialist skills outlined above form central components of the programme's teaching, enabling students to develop both their practical audiovisual and multimodal abilities and their understanding of anthropology and ethnographic methods more broadly. Public presentation and communication skills are fostered through seminar-based activities, group work, and opportunities for students to share and discuss their developing audiovisual, multimodal projects.

Students work both independently and collaboratively, undertaking individual film work as well as group-based tasks and fieldwork activities. They are encouraged to attend departmental seminars, workshops, and conferences and to actively participate in the programming provided by the Centre for Visual Anthropology, all venues where staff, research students, and invited speakers present their work. Students also benefit from access to the academic libraries of the University of London, supporting the development of their written coursework and project research.

Assessment across the programme includes audiovisual and multimodal work, project development, and written coursework, ensuring a balanced evaluation of practical, conceptual, and critical skills.

Assessment modes and approaches

You will be assessed in a range ways throughout your course. These will be both Formative (for feedback and development), and Summative (required to pass and progress to the next level). Summative assessments are compulsory.

Feedback is a crucial part of your learning and development in this programme. You will receive feedback both on your Formative (work in progress) tasks/assessments, and your Summative (graded) assessments. This feedback will help the assessment to be a part of your learning, not just a test. It may be verbal, written or video based. Please engage with this feedback to improve your future work.

Specifically, this programme will be assessed in the following ways:

Throughout the MA, you will be assessed in ways that reflect the programme's unique blend of visual practice, anthropological research, and critical theory. The aim is to help you develop as both a reflective audiovisual, multimodal practitioner and an independent ethnographic researcher, building confidence across written and audio-visual forms of anthropological work.

You will encounter a range of assessment types that allow you to demonstrate different skills. In the more theory-focused modules, such as Directions and Diversions in Visual Ethnography and Through the Lens: Art & Contemporary Practice, you will complete substantial written essays. These assessments will help you deepen your understanding of anthropological theory and method while giving you the opportunity to apply these ideas to your own interests and fieldwork.

In practice-based modules, assessment centres on visual and audio-visual work. In Audio/visual Production, you will develop filmmaking skills through the creation of a portfolio of short documentary and ethnographic films that demonstrate your ability to use image-making as a research method. Other practice-based assignments may include photo essays, film essays, and sonic experiments where you use your visual skills to produce anthropological reflections.

Assessment is also supported by collaborative activities such as group crits, workshops, and field exercises. These do not count directly towards your final grade, but they play an important role in helping you refine your ideas, learn from your peers, and gain the confidence to discuss and develop your visual work through the giving and receiving of constructive feedback.

Your final major assessment will be the development of a final 20-minute film project and an accompanying written research essay, where you reflect on your methods, ethical choices, creative decisions, and the theoretical frameworks behind your work. This project will be developed across the 60-credit Audio/visual Production module, with work and group crits continuing through the summer term. This is the equivalent of your dissertation and brings together everything you have learned across the programme. In producing this ethnographic film, you will have the chance to undertake an original piece of research and produce a substantial visual outcome supported by an analytical written component.

Overall, assessments are designed to help you grow as a researcher, visual practitioner, and critical thinker, giving you the skills and experience needed for careers in photography, visual anthropology, applied ethnographic, and the cultural and creative sectors.

Assessment diet (number of assessments for compulsory modules)

Mode	Level 3	Level 4	Level 5	Level 6	Level 7	Total
Coursework	N/A	N/A	N/A	N/A	3	3
Exam	N/A	N/A	N/A	N/A	N/A	0
Live	N/A	N/A	N/A N/A	N/A	N/A	0
Portfolio (multi-modal)	N/A	N/A	N/A	N/A	1	1
Practical / multimedia	N/A	N/A	N/A	N/A	3	3
Written	N/A	N/A	N/A	N/A	3	3
TOTAL:	0	0	0	0	10	10
Of which...	Individual:	7	Group:	NA		

9. Other information

Item	Information
a) Assessment regulations	https://www.gold.ac.uk/gam/taught-programmes/assessment/
b) Placement opportunities	NA
c) Programme-specific requirements	NA
d) Programme specific costs and resources	Students will be expected to have access to a personal computer. Goldsmiths Anthropology has multiple editing suites, cameras, editing software and other equipment available to students.
e) Employability and potential career opportunities	<p>Graduates of the programme have progressed to the following areas and careers: doctoral studies professional photographic practices (including architectural, fine art, photojournalism) visual arts practice, curating, publishing, graphic design, digital media, film-making, advertising, public relations, journalism, community arts development, urban planning, human rights, education (primary, secondary, further and higher education, professional training), and social research skills.</p> <p>This MA develops skills in urban photography, visual ethnography and urban research, communications for urban planning, community arts and visual arts practice. Graduates have found employment in a wide range of areas and a number have become members of the growing international association of urban photographers</p> <hr/>

10. Academic support

There is a range of support available to you to give you the best possible chance of success in this programme.

Please see your tutors and student portal/VLE for details of what's available and how to access this support.

11. Curriculum map

Programme Learning Outcomes assessed by each module:

Module name	Code	Type	D1	D2	D3	F1	F2	F3	P1	P2	P3
Ethnographic Film & Cinema Studies	AN7103 2B	Compulsory	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Through the Lens: Art & Contemporary Practice	AN7100 4B	Compulsory	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Audio/Visual Production	AN7108 3A	Compulsory	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Directions and Diversions in Visual Ethnography (subject to name change)	AN7104 1C	Compulsory	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Options to the value of 30 CATS		Option - Shared	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>

