

# MA Photography: The Image and Electronic Arts

## Programme Specification

**Awarding Institution:**

University of London (Interim Exit Awards made by Goldsmiths' College)

**Teaching Institution:** Goldsmiths, University of London**Name of Final Award and Programme Title:**

MA Photography: The Image and Electronic Arts

**Name of Interim Exit Award(s):**

Postgraduate Certificate in Image and Communication

**Duration of Programme:** 1 year full-time**UCAS Code(s):** Not applicable**HECoS Code(s):** (100063) Photography**QAA Benchmark Group:** Not applicable**FHEQ Level of Award:** Level 7**Programme accredited by:** Not applicable**Date Programme Specification last updated/approved:** August 2017**Home Department:** Media, Communications and Cultural Studies**Department(s) which will also be involved in teaching part of the programme:**

Not applicable

## Programme overview

The MA 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 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 Photography: The Image and 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 and Communication. The Postgraduate Certificate is awarded without grade. Students who are awarded the Postgraduate Certificate in Image and Communication will be able to demonstrate the following learning outcomes:

### Knowledge and understanding

Code	Learning outcome	Taught by the following module(s)
A1	Learn a wide range of imaging techniques and practices.	Image Construction, Manipulation and Management
A2	Develop a sophisticated and focused approach to image production.	Image Construction, Manipulation and Management

### Cognitive and thinking skills

Code	Learning outcome	Taught by the following module(s)
B1	Learn a wide range of imaging techniques and practices.	Image Construction, Manipulation and Management
B2	Develop a sophisticated and focused approach to image production.	Image Construction, Manipulation and Management

### Subject specific skills and professional behaviours and attitudes

Code	Learning outcome	Taught by the following module(s)
C1	Evaluation in a number of contexts, e.g. (production/concepts).	Image Construction, Manipulation and Management

### Transferable skills

Code	Learning outcome	Taught by the following module(s)
D1	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
D2	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 and Electronic Arts will demonstrate the following learning outcomes:

### Knowledge and understanding

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

### Cognitive and thinking skills

Code	Learning outcome	Taught by the following module(s)
B1	Learn a wide range of imaging techniques and practices.	Image Construction, Manipulation and Management
B2	Develop a sophisticated and focused approach to image production.	Image Construction, Manipulation and Management
B3	Acquire knowledge of theoretical issues and debates relating to your programme of study.	Ascent of the Image
B4	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
B5	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

## Subject specific skills and professional behaviours and attitudes

Code	Learning outcome	Taught by the following module(s)
C1	Evaluation in a number of contexts, e.g. (Production/concepts).	Image Construction, Manipulation and Management
C2	Methodological choices between concepts and skills.	Image Construction, Manipulation and Management and Portfolio
C3	Interpretation against/with analysis.	Image Construction, Manipulation and Management and Portfolio
C4	Organisational think in relation to process.	Image Construction, Manipulation and Management and Portfolio

## Transferable skills

Code	Learning outcome	Taught by the following module(s)
D1	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
D2	Skills with the manipulation of theoretical issues and debates are useful in the cultural sector.	All modules
D3	The skill of reasoned exposition is important in most management and directorial positions.	Image Construction, Manipulation and Management
D4	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
D5	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

## 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)	Portfolio/Exhibition Grading Criteria Awarded when a candidate satisfies the requirements for a distinction but to an outstanding degree.  Viva Voce Grading Criteria Awarded when a candidate satisfies the requirements for a distinction but to an outstanding degree.

Mark	Descriptor	Specific Marking Criteria
		<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 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.</p>
70-79%	Distinction	<p>Portfolio/Exhibition Grading Criteria The candidate will have 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>Viva Voce Grading Criteria 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>Examined Coursework Grading Criteria 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>Essay Grading Criteria 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</p>

Mark	Descriptor	Specific Marking Criteria
		<p>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 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.</p> <p><b>Essay Grading Criteria</b>  Awarded when the assessed work demonstrates the application of appropriate knowledge, understanding and skills</p>



Mark	Descriptor	Specific Marking Criteria
		<p>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 be 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>  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</p>

Mark	Descriptor	Specific Marking Criteria
		will be an indication that the candidate has grasped fundamental concepts and procedures from the module.
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.

## How the programme is structured

The programme is made up of the following compulsory modules:

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

## Academic support

Support for learning and wellbeing is provided in a 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.

All students are allocated a Personal Tutor (one in each department for joint programmes) who has overall responsibility for their individual progress and welfare. Personal Tutors meet with their student at least twice a year either face-to-face, as part of a group and/or electronically. The first meeting normally takes place within the first few weeks of the autumn 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 provides an opportunity for progress, attendance and assessment marks to be reviewed and an informed discussion to take place about how to strengthen individual learning and success.

All students are also allocated a Senior Tutor to enable them to speak to an experienced academic member of staff about any issues which are negatively impacting their academic study and which are beyond the normal scope of issues handled by Programme Convenors and Personal Tutors.

Students are provided with information about learning resources, the [Library](#) and information available on [Learn.gold \(VLE\)](#) so that they have access to department/programme handbooks, programme information and support related information and guidance.

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

All assessed work is accompanied by some form of feedback to ensure that students' work is on the right track. It may come in a variety of forms ranging from written comments on a marked essay to oral and written feedback on developing projects and practice as they attend workshops.

Students may be referred to specialist student services by department staff or they may access support services independently. Information about support services is provided on the [Goldsmiths 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 [Disability](#) and [Wellbeing](#) Services maintain caseloads 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 for students throughout the year.

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

Students graduating from the MA Photography: The Image and Electronic Arts programme become involved in a broad range of activities including, design, film/video, art direction, commercials, fine art, photography, motion graphics, animation, multimedia 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**

All taught postgraduate degrees have a minimum total value of 180 credits and involve one calendar year of full-time study. Some programmes may extend over more than one calendar year and, when this is the case, they have a higher total credit value. Programmes are composed of individual modules, each of which has its own credit value. Part-time students normally take modules to the value of 90 credits each year. If a programme has a

part-time pathway, the structure will be set out in the section “How the programme is structured” above. Normally, all modules are at level 7 of the Framework for Higher Education Qualifications.

More detailed information about the structure and requirements of a Goldsmiths degree is provided in the [Goldsmiths Qualifications and Credit Framework](#).

## Modules

Modules are defined as:

- “Optional” – which can be chosen from a group of modules
- “Compulsory” – which must be taken as part of the degree

## Progression

Some programmes may require students to pass specific modules prior to completion of the dissertation/major project (or equivalent). Additionally, where a programme of study extends beyond one calendar year, students may be required to pass specific modules in their first year of study before progressing to the second year. Where this is the case, these requirements will be set out in this Programme Specification.

## Award of the degree

In order to graduate, students must successfully complete all modules specified for the programme, as set out within the section “How the programme is structured” above.

## Classification

Final degree classification is calculated on the basis of a student’s mean average mark (based on credit value) across all modules on the programme.

Masters degrees are awarded with the following classifications:

Distinction – 70%+

Merit – 60-69%

Pass – 50-59%

More detail on the [calculation of the final classification](#) is on our website.

## **Interim exit awards**

Some programmes incorporate interim exit points of Postgraduate Certificate and/or Postgraduate Diploma, which may be awarded on the successful completion of modules to the minimum value of 60 credits or 120 credits respectively. The awards are made without classification.

When these awards are incorporated within the programme, the relevant learning outcomes and module requirements will be set out within the “What you will be expected to achieve” section above.

The above information is intended as a guide, with more detailed information available in the [Goldsmiths Academic Manual](#).

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

### **General programme costs**

In addition to your tuition fees, you will be responsible for meeting standard costs associated with your study. Find out more information at [gold.ac.uk/programme-costs](http://gold.ac.uk/programme-costs).

### **Specific programme costs**

Not applicable.

## **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 are formally approved against national standards and are monitored throughout the year, such as in departmental committees, a variety of student feedback mechanisms and through the completion of module evaluation questionnaires. Every programme has at least one External Examiner who reviews comments annually on the standards of awards and student achievement. External Examiner(s) attend Boards of Examiners meetings and submit an annual written report.

Modules, programmes and/or departments are also subject to annual and periodic review internally, as well as periodic external scrutiny.

Quality assurance processes aim to ensure Goldsmiths’ academic provision remains 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 these procedures are published on the [Quality Office web pages](#).