

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

Final Award: MA

Programme Name: MA Photography: The Image and Electronic Arts

Total credit value for programme: 180

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

FHEQ Level of Award: Level 7

Programme accredited by: Not applicable

Date Programme Specification last updated/approved: July 2023

Home Department: Media, Communications and Cultural Studies (MCCS)

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, this MA is focused on developing, evaluating and furthering your engagement in photography and related practice areas in the context of popular media and art practice. You will be using both digital and analogue technology, still and durational to help you further develop and mature your photographic practice.

The programme is embedded in the Department's ethos of diversity and interdisciplinarity. This is reflected in the combination of practice and theory which allows us to challenge norms and engage with real-world issues.

The programme is practice-driven, but grounded in and informed by theory. Students study 30 credits of core theory modules to enhance their practice work. Students are also given opportunities to apply theory to their practice projects in exercises and presentations and encouraged to use their practice to inform and deepen their understanding of theory. Both theory modules have assessments that combine practice and theory and students write a reflective production essay at the conclusion of the programme that helps theorise and orient their practice in wider discourses and visual cultures.

MCCS is committed to the college's 'Liberate My Degree' strategy and is determined to develop a diverse and inclusive curriculum that incorporates the interests and concerns of a diverse student body. We want to learn from students themselves and, in our module evaluation forms, we invite students to identify examples of diversity and inclusivity in each module and suggest how our teaching and learning materials might be improved. This process is overseen by DLTC, a dedicated Anti-Racist Committee (ARC) and an ongoing process of curriculum review.

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).

Programme Learning Outcomes

Students who successfully complete the module "Image Construction, Manipulation and Management (60 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

Code	Learning outcome	Taught by the following module(s)
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	Critically reflect on the ability to deploy different imaging techniques and practices.	Image Construction, Manipulation and Management
B2	Critically evaluate different approaches 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	Exercise the ability to provide 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	Acquire comprehensive skills in technologies that are used in other areas of work (i.e. management, soft engineering and research among others).	Image Construction, Manipulation and Management
D2	Provide comprehensive and reasoned exposition that 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 and Portfolio

Code	Learning outcome	Taught by the following module(s)
A3	Systematically understand key aspects of the theoretical issues and debates relating to your programme of study.	Ascent of the Image and Photography and After
A4	Demonstrate the reflexive skills and knowledge to provide reasoned expositions of your work and practice.	Image Construction, Manipulation and Management and Portfolio
A5	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	Critically reflect on the ability to deploy different imaging techniques and practices.	Image Construction, Manipulation and Management
B2	Critically evaluate different approaches to image production.	Image Construction, Manipulation and Management
B3	Systematically understand key aspects of the theoretical issues and debates relating to your programme of study.	Ascent of the Image and Photography and After
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	Act autonomously to develop 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	Exercise the ability to provide evaluation in a number of contexts, e.g. (production/concepts).	Image Construction, Manipulation and Management and Portfolio
C2	Display the ability to make methodological choices between concepts and skills.	Image Construction, Manipulation and Management and Portfolio

Code	Learning outcome	Taught by the following module(s)
C3	Engage creative and critical skills in relation to the Interpretation and analysis of image making processes.	Image Construction, Manipulation and Management and Portfolio
C4	Utilise advanced organisational thinking in relation to the creative process.	Image Construction, Manipulation and Management and Portfolio

Transferable skills

Code	Learning outcome	Taught by the following module(s)
D1	Acquire comprehensive skills in technologies that are used in other areas of work (i.e. management, soft engineering and research among others).	Image Construction, Manipulation and Management
D2	Utilise a range of skills related to the manipulation of theoretical issues and debates that are useful in the cultural sector.	All modules
D3	Provide comprehensive and reasoned exposition that is important in most management and directorial positions..	Image Construction, Manipulation and Management
D4	Engage with the ability to articulate qualities relating to cultural significance which are used in the cultural sector, advertising and some areas of writing among others.	All modules
D5	Display a range of skills which allow mobility within the media, art, and cultural sectors that can also provide the insights necessary to create new work/job types in the creative field.	All modules

Grading Criteria

Mark	Descriptor	Specific Marking Criteria
80-100%	Distinction (Outstanding/ Exceptional)	Project/Portfolio Grading Criteria Awarded when a candidate satisfies the requirements for a distinction but to an outstanding degree. Such work may be of exhibitable quality and will make a significant contribution to debate within visual culture.

		<p>Image Construction 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/Project 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>Image Construction 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 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>Portfolio/Project Grading Criteria</p>

		<p>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>Image construction Grading Criteria 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>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 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>Portfolio/Project Grading Criteria 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>Image Construction Grading Criteria The candidate will have achieved the appropriate learning outcomes to a satisfactory extent. Engagement with all</p>

		<p>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>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 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>Portfolio/Project Grading Criteria 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>Image Construction Grading Criteria 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>Essay Grading Criteria 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.

Mode of study

On campus.

Programme structure

In terms 1 and 2 you will be introduced to a variety of technical spaces that you will be able to work in for your degree. You will have regular workshops in:

1. Digital and Analogue Photography (term 1)
2. Interactive media (terms 1 and 2)
3. Moving image/art films (terms 1 and 2)

These sessions will enable you to use the technology at the service of your intellectual and creative imagination and will feed into your Portfolio module (terms 2 and 3) where you will be encouraged to think about the conceptual and technical implications of image making and how to apply them to your own work.

In terms 2 and 3, you will participate in a series of process/methodology sessions that will enable you to develop and build your final body of work. You will present your work in progress, in both small groups and in one to one tutorials. You will have the opportunity to present and discuss your work with a variety of guest tutors from the industry with the aim of challenging your own understanding of your work and to push your practice further conceptually and practically.

This will culminate in an exhibition in the Summer where you will present body of work that reflects the processes you have engaged in and the progress you have made over the duration of the MA.

You will also produce an essay that will enable you to reflect on the development of your ideas, processes and concepts critically and self analytically.

Alongside your practice modules, you will also participate in two theory modules (terms 1 and 2) aimed at widening and deepening your theoretical and critical knowledge of image making and visual culture, which in turn you will apply to the development of your practice, enabling you to place yourself and your work in dialogue with critical, cultural and alternative histories of making.

Academic Year of Study

Module Name	Module Code	Credits	Level	Module Type	Term
Image Construction, Manipulation and Management	MC71119B	60	7	Compulsory	1 and 2
Ascent of the Image	MC71175A	15	7	Compulsory	1
Portfolio/Project	MC71048B	90	7	Compulsory	2 and 3
Photography and After	MC71245A	15	7	Compulsory	2

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 three 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 [Centre for Academic Language and Literacies](#) 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.

Placement opportunities

There are no formal placement schemes but all MA Photography students are encouraged to undertake work experience during vacation periods; taking on roles in assisting, picture editing and shooting commercially. Wherever possible we provide support through informal links between the programme and industry, often building from our network of alumni. Some of this can translate into paid part-time and full-time work.

Employability and potential career opportunities

Students graduating from the MA Photography: The Image and Electronic Arts programme become involved in a broad range of activities including, fine art, editorial and commercial photography, design, film/video, art direction, picture editing, commercials, motion graphics, animation, multimedia interactive design, web management design, PhD research, curation and arts management among others. In many cases graduates are involved in several different activities, whilst others invent new spaces in which to work and be employed. Students are given space and support to explore what their post-graduation practice will look like and are supported to achieve those goals.

Programme-specific requirements

If English is not your first language you must hold an overall IELTS (or equivalent English language qualification) of 7.0 with a 7.5 in writing and no element lower than 6.5.

Tuition fee costs

Information on tuition fee costs is available at: <https://www.gold.ac.uk/students/fee-support/>

Specific programme costs

Students will be expected to meet the costs of production and consumable materials (film, paper, specialist chemistry) for their final project. Consumable materials for workshops and photographic chemistry are included within the fees.