

**Summer Prep  
BA (Hons) Photography Level 6 and BA (Hons)  
Photography Top-Up 2023-24**



## **Summer Work and Preparation**

**Please remember to re-enrol and read this entire document carefully. Staff are now on annual leave and will not be able to reply to you until w/c 5 September 2023**

As you embark on the next phase of your studies, this document will provide you with a list of preparatory work for the summer. There is a lot of information contained in the Summer Brief here so please make sure you read it ALL. The enclosed worksheets within this document are asking you to develop responses for both of your Level 6 modules. You will have sessions on a Monday, a Tuesday and Wednesday.

Your modules for the Academic year 2023-24:

For further information please download the Programme Handbook from BA PHOTO NILE

- PHO4001 Practice Exhibition (80 credits)
- PHO3003 Career Development in Photographic Practices (40 credits)

**You will be given your new briefs in the first in-person session which will be Monday the 25th of September in LH114 at 10am**

Although at this level more emphasis is placed on independent study, you will be expected to be available on Monday, Tuesday, and Wednesday each week to participate in seminars, workshops, tutorials, group critiques, supervisor meetings, Level 6 forums, etc. There are also sessions that you could attend on Wednesdays that form part of the Level 5 Professional Studies module. These include seminars about business practice and talks by visiting speakers. A timetable of these talks will be provided at the beginning of each term. Additionally, there are refresher practical workshops in key technical skills timetabled on Thursday afternoons- all are welcome to attend.

It is important that you **complete the Self-Assessment Sheet - Academic Skills and have it available for your first Personal Tutor meeting** as this will help us to identify specific areas where you may need support and additional help.

## Summer Preparation PHO4001: Practice Exhibition Module



The aim of this module is to support students to expand and consolidate their independent creative practice and advance their understanding of the context in which their work is developed, aligned with other image makers and the appropriate audience for the work. The summer tasks we propose below will not only help you establish the foundations of your **Final Practical Project** but also help you start a survey and analysis of the key academic material (books, journal articles, academic databases, etc.) that you will use to produce an **Illustrated Contextual Report** as part of your submission for this module.

### Summer Preparation for Final Major Practical Project

**Narrow down the concept within which you will produce work for your Final Major Practical Project and Illustrated Contextual Report:**

During the summer, determine one to two concepts that you want to potentially work with for your final year project work and illustrated contextual report. You may work with topics that you have worked with previously and expand on them or work with new ideas. Produce mind maps to refine the concept and document in your Digital Research Journal. You may work with still or moving images for your Final Major Practical Project.

**Produce an exploratory digital portfolio of images (10-15 images or 2-3 minutes of video clips)**

During the summer, **produce a body of work as a portfolio (between 10-15 digital images or 2-3 minutes of video clips), which reflects your vision for your final major exhibition project.** Whilst it may be the case that these ideas will be preliminary, perhaps unfocused, the work you produce here should indicate your depth of thinking and key ideas related to your practice. The set of images/video clips should respond to the concepts that you have developed.

**Produce a Digital Research Journal**

You are also required to **create a digital research journal to document and evaluate your research and development methods**. This should be a document produced in the software of your choice e.g., Word, PowerPoint, PDF etc. The images and research journal will form the content of your initial group tutorials for the PHO4001 Practice Exhibition module.

## **Summer Preparation for Illustrated Contextual Report**

### **Complete Development Form**

In preparation for your Illustrated Contextual Report which will relate to your concept and practical project this year and forms part of the submission for PHO4001, you should be conducting academic research into your chosen concept. In the first instance, **complete the Development Form and upload it to the PHO4001 NILE site during WELCOME WEEK and BEFORE 1st Teaching Week commencing 25th September 2023**. This form is a document for putting down some initial formative ideas for your Illustrated Contextual Report to be discussed and developed during the first semester in group tutorials. You will have access to your NILE sites when you have enrolled on the course.

This exercise will ensure that you are engaging with research at a meaningful level from an early stage. It should also lay the groundwork for the 1000-word Literature Review/Annotated Bibliography that you will submit at the end of Semester 1.

For now, start skimming through a wide range of relevant material and start to pin down possibilities that could form the basis of your final 4-5 sources for the Literature Review. Please note that the sources should be diverse (academic articles, books, newspapers, magazines, academic websites, etc.). Although at Level 6, it is expected that you will be putting together your own book lists for modules, there are some books that you could re-visit and it would be helpful for you to re-read relevant chapters of these.

### **Photographic history and theory**

Bate, D. (2016) Photography: The Key Concepts. 2nd Edition. Oxford: Berg. Clarke, G. (1997) The Photograph. Oxford University Press.  
Wells, L. (2015) Photography: A Critical Introduction. 5th Edition. Oxford: Routledge. Davis, W. (2011) A General Theory of Visual Culture, Oxford: Princeton University Press.  
Langford M 2015, Basic Photography & Advanced Photography

# BA (Hons) Photography

## PHO4001: Illustrated Contextual Report Development

Name:

Topic of interest to be researched:

### Review of the literature and practice relating to the topic:

e.g. the definitive or most influential pieces of research in this area are...

the key books, articles, works in this area are...

the experts in this field are...

(You should include primary and secondary sources, galleries and studios, books, journals, proposed interviews etc.)

### Statement of problem/outline of argument:

e.g. what are you trying to find out/explore through your photographic practice?

### Methodologies (both practice-based (techniques, equipment, etc. and theory):

# Summer Preparation PHO3003: Career Development in Photographic Practices



It is important for you to start thinking about how you can improve and develop your professional profile. This can involve the setting up of **internships, work experience, paid jobs, signing up to online organisations related to photography or galleries** which offer student memberships or work opportunities. Through your career development, you need to ensure that you develop a substantial body of work to evidence your motivations and engagement with your subject. Next year is going to be demanding and intense, it is not advisable to wait until the start of the academic year before you begin considering how you will approach this.

With this in mind, we would like you to work on the two worksheets attached:

## Worksheet 1: Defining Interests

## Worksheet 2: Making Contact

The worksheets are designed to help structure your Career Development submission. You will have access to a number of these worksheets throughout the year. Some will be relevant for everyone; others will be more specifically targeted towards particular career pathways.

We would like you to **complete the first two sheets prior to your first meeting with Richard Whitehead & John Hunt**. They will help to focus attention on some key areas of personal development and provide insight for discussion. They are designed to help you **start reflecting on your future place within the photographic industry**. We suggest you type your responses so that they can be included in your critical folder at the end of the year. Remember, **document and evaluate your experience in relation to your own practice**, and to understand the importance of reflective learning, particularly in this context. **Any placements, internships or commissions you undertake during the summer can be used as evidence in your submission for this module this year**. Once again, record and document thoroughly.

Also please make sure you have achieved the following in Bronze and Silver and enrol into the **Employability Plus Gold**:

<https://changemakerhub.northampton.ac.uk/resources/taskmanager/default.aspx?ProgrammeID=kvlgmkFMjCVrtvFPnvgxXQ%3d%3d>

# Worksheets

## **PHO3003: Career Development in Photographic Practices**

These worksheets are designed to help structure your Career Development submission. It is anticipated that you will complete these sheets prior to your First meetings with your dedicated supervisor. They will help to focus the attention of these meetings on some key areas for development.

### **Worksheet One: Defining Interests**

When developing your Career Development portfolio, it is appropriate that you think about the potential beyond this year of study. Where do you want to be in one year/five years' time? What are your goals and what will drive you?

What aspect of photography and the photographic industry interests you most? Is there a particular field that you would like to develop links with? For example, you may want to consider the following:

- Are you an artist practitioner who hopes to exhibit work in galleries?
- Do you see your pathway as taking a more commercial route and if so, what particular aspect of photography interests you (fashion, editorial, advertising)?
- Do your interests lie in post-production services (i.e. specialist editing/ Photoshop)?
- Are you interested in working with a collection or archive (e.g. within a museum or picture/ stock library)?
- Would you like to teach?

Whatever area of practice interests you there is a great deal that you can do now to define these interests and develop some meaningful contacts this year.



**Personal Values:**

In this section, you need to consider your personal values: what are the things that make you truly and passionately committed to what you are doing in your work? It will be different for everyone; for example, creating awareness of social issues may be important to you, while others may be driven by being creatively innovative. See if you can list **FIVE** things that are important to you in the block below.

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|  |

**Personal Qualities:**

Start this exercise by listing the things you feel are your strengths and areas where you feel uneasy or less confident:

| <b>What I'm good at...</b> | <b>Things I struggle with...</b> |
|----------------------------|----------------------------------|
|                            |                                  |

## PHO3003: Career Development in Photographic Practices

These worksheets are designed to help structure your CD submission. It is anticipated that you will complete these sheets prior to your meetings with your dedicated supervisor. They will help to focus the attention of these meetings on some key areas for development.

### Worksheet Two: Making Contact

Communicating with relevant organisations, groups and individuals.

Now that you have begun to find focus for your developing practice, it is important for you to consider who and what agencies or organisations you should make contact within order to forge ahead with your plans.

By researching into appropriate photographic fields, compile a list of initial contacts that you can approach to discuss work experience, internships or shadowing. Compile a list of a minimum of 5 possible contacts.

| <b>Name of Contact &amp; Organisation</b> | <b>Purpose of Contact / Relevance to Career Plans</b> |
|---|---|
|   |   |
|   |   |
|   |   |
|   |   |
|   |   |

How will you contact these individuals, agencies or organisations?

- by phone?
- by email?
- by letter?

However you decide to make initial contact, it would be good for you to develop a 'script' that can be adapted and personalised.

You now need to draft a script that you can use for this purpose. It does not need to be too long- it is not at this stage a CV. You need to think about how you will capture someone's

attention and encourage them to respond to your enquiry (yours will be one of many). What is your USP (Unique Selling Point)? Do you need to include visual references to your work (if so, how would you present or incorporate them)?

Spend some time considering what you want to say- can you find a shared interest or link that might help the introduction? Here are some web links to help you construct your introduction; although they are targeted at email contact, they can be adapted for either phone or letter.

Keep **ALL** evidence of your contacts even though some may not get back to you, or you may receive a negative response.

<http://www.slideshare.net/HubSpot/how-towriteemailspeoplewanttorespondto>

<https://www.wetfeet.com/articles/how-to-start-a-networking-email>

<http://livehive.com/lh-blog/perfect-cold-lead-sales-email-tips/>