

## MODULE DESCRIPTOR

### Module Title

Critical and Contextual Studies (Commercial Context)

Reference	AA3100	Version	3
Created	May 2017	SCQF Level	SCQF 9
Approved	August 2009	SCQF Points	15
Amended	August 2017	ECTS Points	7.5

### Aims of Module

To encourage the initial development of a personal, critical and contextual framework through increasingly self-directed study, developing research skills and increasing critical awareness of contemporary commercial photographic practice.

### Learning Outcomes for Module

On completion of this module, students are expected to be able to:

- 1 Explore critical and contextual themes relating to contemporary professional and commercial photographic practice within a broad cultural framework.
- 2 Identify and develop self-directed critical research themes in relation to personal interests and practice.
- 3 Develop research skills and methods in relation to a wide cultural framework and self-directed study using appropriate information retrieval methods.
- 4 Develop appropriate methods to document evidence of research activity.

### Indicative Module Content

The module will develop theoretical core skills essential to underpin the individual student's developing personal interests and photographic practice. The module is not specifically about photographic images themselves but is aimed more at an understanding of different theories and concepts about images, cultural forms and processes. Students will be expected to use appropriate information retrieval and networked communication systems to research and submit work. Introduction to methods of visualisation and documentation of research analysis: referencing, academic writing and effective use of 'Critical Notebook'.

### Module Delivery

The module is seminar based with an increasing emphasis on self-directed study. Tutorial support, both group and individual, will form part of this module.

**Indicative Student Workload**

	Full Time	Part Time
Contact Hours	50	N/A
Non-Contact Hours	100	N/A
Placement/Work-Based Learning Experience [Notional] Hours	N/A	N/A
TOTAL	150	N/A
<i>Actual Placement hours for professional, statutory or regulatory body</i>		

**ASSESSMENT PLAN**

If a major/minor model is used and box is ticked, % weightings below are indicative only.

**Component 1**

Type:	Coursework	Weighting:	70%	Outcomes Assessed:	1, 3, 4
Description:	Visual and written assignments will be assessed through the Critical Notebook.				

**Component 2**

Type:	Coursework	Weighting:	30%	Outcomes Assessed:	2
Description:	Final written reflective summary to include visuals (500-1000 words).				

**MODULE PERFORMANCE DESCRIPTOR****Explanatory Text**

In order to pass the module you need to achieve an overall grade D or above.

Module Grade	Minimum Requirements to achieve Module Grade:
<b>A</b>	An A in C1 and an A, B, or C in C2.
<b>B</b>	An A in C1 and a D in C2, or a B in C1 and an A, B, C, or D in C2, or a C in C1 and an A in C2.
<b>C</b>	A C in C1 and a B, C or D in C2, or a D in C1 and an A or B in C2.
<b>D</b>	A D in C1 and a C or D in C2.
<b>E</b>	An F in C1 and an A or B in C2, or an E in C1 and an A, B, C, D or E in C2, or an E in C2 and an A, B, C or D in C1, or an F in C2 and an A or B in C1.
<b>F</b>	An F in C1 and a C, D, E or F in C2, or and F in C2 and a C, D or E in C1.
<b>NS</b>	Non-submission of work by published deadline or non-attendance for examination

**Module Requirements**

Prerequisites for Module	Successful completion of HND Photography.
Corequisites for module	AA3507 Professional Design Studies and AA3102 Commercial Practice (Diagnostic Elective Projects).
Precluded Modules	None.

**INDICATIVE BIBLIOGRAPHY**

- 1 WELLS, L., 2015. Photography: A Critical Introduction. 5th ed. Oxon: Routledge.
- 2 SONTAG, S., 1979. On Photography. London: Penguin.
- 3 CLARKE, G., 1997. The Photograph: A Visual and Cultural History. Oxford: Oxford Paperbacks.
- 4 COTTON, C., 2014. The Photograph as Contemporary Art. 3rd ed. London: Thames and Hudson.
- 5 BERGER, J., 2008. Ways of Seeing. London: Penguin.
- 6 BATE, D., 2016. Photography (The Key Concepts). 2nd ed. London: Bloomsbury.
- 7 HOWELLS, R., 2012. Visual Culture: An Introduction. 2nd ed. Polity Press.