

## MODULE DESCRIPTOR

### Module Title

Commercial Practice (Diagnostic Elective Projects)

Reference	AA3102	Version	3
Created	June 2017	SCQF Level	SCQF 9
Approved	August 2009	SCQF Points	30
Amended	August 2017	ECTS Points	15

### Aims of Module

To provide students with the research, development, realisation and evaluation skills necessary for the contextualisation and production of commercial photographic work in relation to emerging personal direction.

### Learning Outcomes for Module

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

- 1 Apply conceptual, critical and analytical frameworks to a range of specialist project contexts.
- 2 Select and apply appropriate practical studio and location methods, including the application of IT and information retrieval in specific contexts.
- 3 Demonstrate visual and oral communication skills in the critical discussion and presentation of work within a commercial context.

### Indicative Module Content

This module is designed to expand and develop upon the practical experiences gained from HND and to develop additional skills in research, development and evaluation through creative use of design, photographic technologies and industrial links. There will be increased emphasis within a studio and location context towards the development of a personal language. Students will be introduced to visual and written material pertaining to commercial and contemporary photographic work.

### Module Delivery

Studio and location based practice based on a selection of diagnostic elective projects. Class talks. Group and individual discussions. Group demonstrations. Live Projects. Portfolio of work. Student feedback, reflection and written evaluation. Presentations.

Indicative Student Workload	Full Time	Part Time
Contact Hours	100	N/A
Non-Contact Hours	200	N/A
Placement/Work-Based Learning Experience [Notional] Hours	N/A	N/A
TOTAL	300	N/A
Actual Placement hours for professional, statutory or regulatory body		

## 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, 2  
 Description: Practical Portfolio submission from three elective projects.

### Component 2

Type: Coursework Weighting: 30% Outcomes Assessed: 3  
 Description: Critical Presentation of elective projects plus proposals and evaluation of projects undertaken.

## 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 an 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 a HND Photography.
Corequisites for module	AA3100 Critical and Contextual Studies (Commercial Context) and AA3507 Professional Design Studies.
Precluded Modules	None.

## ADDITIONAL NOTES

Students will be guided towards particular readings relevant to their individual projects and are encouraged to keep abreast of current professional commercial outcomes in the areas undertaken.

**INDICATIVE BIBLIOGRAPHY**

- 1 LANGFORD, M., FOX, A., and SMITH, R.S., 2015. Langford's Basic Photography. 10th ed. Oxford: Focal Press.
- 2 PARR, M., BADGER, G., 2004. The Photobook: A History, Volume 1, Volume 2 (2006) and Volume 3 (2014). Phaidon.
- 3 BILISSI, E., 2011. Langford's Advanced Photography. 8th ed. Oxford: Focal Press.
- 4 McNALLY, J., 2008. The Moment it Clicks. Hot Shoe Diaries (2009) and Sketching Light (2011). New Riders.
- 5 BADGER, G., 2014. The Genius of Photography. Quadrille Publishing.
- 6 PRAKEL, D., 2010. The Fundamentals of Creative Photography. London: Bloomsbury.
- 7 EVENING, M., 2012. Adobe Photoshop CS6 for Photographers. Oxford: Focal Press.
- 8 ANGIER, R., 2015. Train Your Gaze: A practical and Theoretical Introduction to Portrait Photography. London: Bloomsbury.