

MODULE DESCRIPTOR

Module Title

Commercial Practice (Final Major Project)

Reference	AA3103	Version	2
Created	June 2017	SCQF Level	SCQF 9
Approved	August 2009	SCQF Points	30
Amended	August 2017	ECTS Points	15

Aims of Module

To extend the student's ability to control the direction of their work, to organise research, meet production demands and employ presentational forms, which are suitable for the purpose of the work. To understand the economic constraints as well as the institutional and cultural contexts arising from representing ideas and choosing visual strategies, in relation to a commercial environment.

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 personal major project.
- 2 Select and apply appropriate practical methods, including the application of IT and information retrieval in specific contexts.
- 3 Demonstrate a visual and written understanding of the relationship between their personal practice and specialism within a commercial context.

Indicative Module Content

The student will produce a substantial piece of image-based work within a specialist commercial area of their choosing. Students will identify and discuss project areas at tutorials. They will then produce preliminary images and/ or a script in the form of a project proposal. This proposal to include identification of the intended subject area, audience, context as well as outline budget, timetable and shooting schedule.

Module Delivery

This module is designed to consolidate previous modules and put into use skills gained in research, development and realisation of a personal contextual language within a commercial context. Tutorials will identify and discuss project work. Seminars, workshops, tutorials and progress reviews will further support the student's progress. A portfolio of images, a production file and a critical analysis will also be produced to underpin the work.

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:	Portfolio of work.				

Component 2

Type:	Coursework	Weighting:	30%	Outcomes Assessed:	3
Description:	Supporting materials (Proposal, Presentation and Evaluation).				

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:
A	An A in C1 and an A, B or C in C2.
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.
C	A C in C1 and a B, C or D in C2, or a D in C1 and an A or B in C2.
D	A D in C1 and a C or D in C2.
E	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.
F	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.
NS	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	BS3166 Business Practice in the Creative Industries and AA3101 Critical and Contextual Studies (Research Context).
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 BILISSI, E., 2011. Langford's Advanced Photography. 8th ed. Oxford: Focal Press.
- 3 JAEGER, A.C., 2010. Image Makers, Images Takers: The Essential Guide to Photography by Those in the Know. Expanded ed. London: Thames and Hudson.
- 4 HURN, D., and JAY, B., 1997. On Being a Photographer. 3rd ed. London: Lenswork Publishing.