

BA (Hons) Fashion Photography

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Awarding institution	Bath Spa University
Teaching institution	Bath Spa University
School	Bath School of Art, Film and Media
Department	N/A
Main campus	Locksbrook campus
Other sites of delivery	Newton Park campus
Other Schools involved in delivery	N/A
Name of award(s)	Fashion Photography
Qualification (final award)	BA (Hons)
Intermediate awards available	CertHE, DipHE
Routes available	Single
Professional Placement Year	Optional
Duration of award	3 years full-time 4 years full-time (with Professional Placement Year or Foundation Year) 6 years part time
Modes of delivery offered	Campus-based
Regulatory Scheme[1]	Undergraduate Academic Framework

Exemptions from regulations/framework[2]	Yes
Professional, Statutory and Regulatory Body accreditation	N/A
Date of most recent PSRB approval (month and year)	N/A
Renewal of PSRB approval due (month and year)	N/A
UCAS code	BA FPH FP11 (Fashion Photography) BA FPH-SWFP12 (Fashion Photography with Professional Placement Year) BA FPH-SWFP13 (Fashion Photography with Foundation Year)
Route code (SITS)	FPHSIN (Fashion Photography) FPHSIN-SW (Fashion Photography with Professional Placement Year) FPHSIN-FY (Fashion Photography with Foundation Year)
Relevant QAA Subject Benchmark Statements (including date of publication)	Art & Design (August 2020)
Date of most recent approval	December 2020
Date specification last updated	March 2022

[1] This should also be read in conjunction with the University's Qualifications Framework

[2] See section on 'Exemptions'

Exemptions

The following exemptions are in place:

Programme /Pathway	Regulations /Framework	Brief description of variance	Approving body and date
BA (Hons) Fashion Photography	Undergraduate Academic Framework	Exemption from the Undergraduate Academic Framework, paragraph 1.4	Curriculum Committee, 16 December 2020

Programme Overview

The BA (Hons) Fashion Photography course provides a student-centred learning experience that allows you to develop your own creative voice across a diverse range of photographic contexts within the creative fashion industries. The primary ambition of the course is to equip you with a broad range of practical skills and expertise as an original image-maker.

The course provides a platform to explore, actively enquire, challenge and define the role of the photographic image in fashion. Alongside the development of technical skills and understanding of visual language, you will explore the critical and ethical challenges facing Fashion Photography in a contemporary and global context. You will actively participate in numerous industry-focused projects and workshops to build your skills and experience of working professionally. Our emphasis on professional development exercises equip you with project management experience, knowledge of marketing and promotion, and advanced skills required in pitching for employment and commission.

These practical and creative explorations are fundamentally underpinned and informed by exploration of the histories and contemporary practices within this specialist field. Exploring critical debates and an engagement within the wider culture of photography and creative communities.

Programme Aims

1. To develop fashion photographers who are confident in identifying and defining complex visual solutions within a specialist photographic practice.
2. To prepare students to work individually and collaboratively in the studio environment and on fashion locations and enable them to develop as creative professionals with personal vision.
3. To offer a distinctive specialism in photographic education that foregrounds innovation, experimentation and professionalism in fashion image making .
4. To enable students to develop their capacity to exercise specialist and transferable skills in the contextualisation of the fashion image in line with professional demands of the industry.
5. To enable students to critically evaluate and practically apply knowledge through active research enquiry developing a creative dialogue between theory and practice.
6. To develop knowledge of theories and modes of fashion communication relating to fashion photographic practice. Developing deeper awareness of social and ethical implications for the fashion photographic industry
7. To provide specialist knowledge for employment within the fashion photography industry. Preparing students for enterprising approaches to practice and readiness for the scope of employment.

Programme Intended Learning Outcomes (ILOs)

A Subject-Specific Skills and Knowledge

	Programme Intended Learning Outcomes (ILOs)	On Achieving Level 5	On Achieving Level 4
	On Achieving Level 6		
A1	Application of skill in photographic capture, post production and sequencing demonstrating a complex understanding of a range of fashion contexts and the ability to synthesise creative visual solutions.	Creative application of skills in analogue and digital technologies within photographic practice. Demonstrating proficiency in post-production, editing, sequencing and production of original outputs in a range of fashion contexts.	Production skills in analogue and digital photographic technologies investigating their potential and demonstrating proficiency in technique and application to a variety of fashion contexts.

A2	Ability to demonstrate creative direction to targeted professional outcomes. Demonstrating a critical dialogue between art direction and skilled production methods.	Application of creative direction to targeted fashion audiences through development of specialist photographic production skills and critical investigation.	Understanding of art direction and effective communication strategies. Exploring the relationship between concept and process and thinking through making within fashion contexts.
A3	Critically evaluate knowledge through active enquiry and the synthesis of complex primary and secondary research material to formulate and resolve ideas in a wide range of fashion photographic contexts.	Undertake critical analysis of primary and secondary research sources to formulate and evaluate ideas in the context of contemporary fashion photography.	Evaluate and interpret primary and secondary research material to develop ideas in the context of fashion photography.
A4	Critically evaluate and apply photographic project management skills, demonstrating independence and ability to operate professionally within a creative team and demonstrating professionalism in a variety of fashion photographic contexts.	Employ project management skills to plan and implement tasks, develop existing skills and acquire new competences in group activities for a range of photographic contexts within fashion.	Knowledge of the concepts and principles associated with project management and collaborative practices within the photographic industries, including comprehension of different fashion contexts and practices.
A5	Systematic understanding of the methods and techniques employed to demonstrate personal photographic practice and a refined understanding of the commercial contexts and specialisms of fashion photography.	Knowledge and application of focused methods and photographic techniques demonstrating personal preferences and photographic skill within the contexts of fashion photography.	Exploration of professional contexts for photographic practice within the fashion industries and an understanding of appropriate methods and photographic language.

B Cognitive and Intellectual Skills

	Programme Intended Learning Outcomes (ILOs)	On Achieving Level 5	On Achieving Level 4
	On Achieving Level 6		
B1	Critically evaluate visual creative thinking in fashion contexts, synthesising ideas and information to generate solutions, achieving a body of work that is coherent and resolved.	Creative development of responses to problems within fashion contexts, drawing on appropriate techniques to generate solutions.	An understanding of fundamental approaches to creative thinking and ideas development for given problems.
B2	Systematic application of research and practical methods, demonstrating critical insight in evaluation of ideas in the context of fashion photography.	The ability to integrate research and practical methods demonstrating creative engagement with fashion photography.	An understanding of the key approaches to research within photographic practice within the fashion industries.

B3	The ability to apply specialist knowledge in fashion photography evidencing critical analysis and systematic understanding of historical and cultural factors through self reflection.	Analytical skills to evaluate and speculate on one's own work and the work of others through a critical understanding of historical and contemporary fashion photography practice.	An understanding of the theoretical and historical development of photographic practice within fashion industries.
B4	The ability to communicate in written and oral forms, a systematic understanding of debates within contemporary fashion photography demonstrating independent judgement and critique.	The ability to contribute to dialogues around fashion photography and to demonstrate knowledge effectively through oral and written presentations.	The ability to communicate in written and oral form knowledge of key historical and contemporary debates within fashion photographic practice.
B5	Demonstrate conceptual rigor in understanding and challenging effective visual solutions for fashion marketing and promotion and to apply this knowledge independently and collaboratively to creative practice in response to set briefs or self-initiated activity.	Effectively organise and apply visual solutions and creative strategies in order to formulate coherent arguments about fashion marketing and promotion methodologies.	The ability to understand and apply the underlying concepts of contemporary fashion marketing and promotional theory to creative practice.

C Skills for Life and Work

	Programme Intended Learning Outcomes (ILOs)	On Achieving Level 5	On Achieving Level 4
C1	On Achieving Level 6 Autonomous learning[3] (including time management) that shows the exercise of initiative and personal responsibility and enables decision-making in complex and unpredictable contexts.	Autonomous learning (including time management) as would be necessary for employment requiring the exercise of personal responsibility and decision-making such that significant responsibility within organisations could be assumed.	Autonomous learning (including time management) as would be necessary for employment requiring the exercise of personal responsibility.
C2	Team working skills necessary to flourish in the global workplace with an ability both to work in and lead teams effectively.	Team work as would be necessary for employment requiring the exercise of personal responsibility and decision-making for effective work with others such that significant responsibility within organisations could be assumed.	Team work as would be necessary for employment requiring the exercise of personal responsibility for effective work with others.
C3	Communication skills that ensure information, ideas, problems and solutions are communicated effectively and clearly to both specialist and non-specialist audiences.	Communication skills commensurate with the effective communication of information, arguments and analysis in a variety of forms to specialist and non-specialist audiences in which key techniques of the discipline are deployed effectively.	Communication skills that demonstrate an ability to communicate outcomes accurately and reliably and with structured and coherent arguments.

C4	IT skills and digital literacy that demonstrate core competences and are commensurate with an ability to work at the interface of creativity and new technologies.	IT skills and digital literacy that demonstrate the development of existing skills and the acquisition of new competences.	IT skills and digital literacy that provide a platform from which further training can be undertaken to enable development of new skills within a structured and managed environment.
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[3] i.e. the ability to review, direct and manage one's own workload

Programme content

This programme comprises the following modules

Key:

Core = C

Required = R

Required* = R*

Optional = O

Not available for this status = N/A

If a particular status is greyed out, it is not offered for this programme.

Subject offered as single award

Fashion Photography				Status	
Level	Code	Title	Credits	Single	Joint
4	PHO4010-20	Introduction to Fashion Photography	20	C	
4	PHO4011-20	Fashion Identities	20	C	
4	PHO4002-20	Photographic Practice 3: Image and Context	20	C	
4	PHO4012-20	Fashion Spaces	20	C	
4	PHO4004-20	Professional Contexts 1	20	C	
4	HAC4005-20	History and Context: Introduction to Visual and Material Culture	20	C	
5	PHO5003-20	The Fashion Film	20	C	
5	PHO5100-20	Photographic Practice 6 Narrative: Fiction	20	O	
5	PHO5004-40	Fashion Stories	40	C	
5	PHO5002-20	Professional Contexts 2	20	C	
5	HAC5111-20	Design - Contemporary Issues and Practice	20	C	

5	PPY5100-120	Professional Placement Year	120	O	
6	PHO6005-20	Professional Portfolio 1	20	C	
6	PHO6002-20	Individual Practice: Portfolio 2	20	O	
6	PHO6006-40	Fashion Statement: Portfolio 3	40	C	
6	PHO6004-20	Professional Contexts 3	20	C	
6	HAC6101-20	Visual and Material Culture - Final Study	20	C	

Assessment methods

A range of summative assessment tasks will be used to test the Intended Learning Outcomes in each module. These are indicated in the attached assessment map which shows which tasks are used in which modules.

Students will be supported in their development towards summative assessment by appropriate formative exercises.

Please note: if you choose an optional module from outside this programme, you may be required to undertake a summative assessment task that does not appear in the assessment grid here in order to pass that module.

Work experience and placement opportunities

The course will provide you with opportunities to participate in external projects, such as 'live' briefs, fashion events, exhibitions, open studios, placements and published contexts. These opportunities contribute to the future development of your practice and facilitate your skills development in preparation for a broad range of employment possibilities within the broader creative fashion industries.

These include: Professional Contexts modules in levels 4, 5 and 6 which assist you in finding experience with an employer of a self-initiated public platform for your practice. Staff, students and alumni all contribute to these modules through professional lectures and practical portfolio based workshops. These Industry led lectures and workshops establish external relationships and provide valuable insight into creative networks, professional bodies, organisations and funding opportunities as well as competitions and residencies.

Industry 'live' briefs and external opportunities are explored in portfolio modules in level 6.

Students engage in a collective showcase of work at the end of level 6. This is an opportunity for students to work collaboratively and showcase their practice in a public forum.

The university careers office provides access to a variety of opportunities, including starting a business, part-time employment, volunteering and placements.

You will have the opportunity to consider undertaking the Professional Placement Year (module PPY5100). This is coordinated and supported by the Careers and Enterprise team, and you will also be assigned a Professional Placement Year tutor. During the Professional Placement Year, you would commit to working for the external organisation/s for a period of 9-13 months, between the second and third year of your course. At the start of your final year, you return to university and submit a Placement Report detailing your development on placement. By successfully completing the module, you are entitled to the addition of "with Professional Placement Year" to your degree title, evidencing your work and outcomes in respect of your placement, and demonstrating your ability to secure and sustain graduate-level employment.

Additional Costs Table

Module Code & Title	Type of Cost	Cost
N/A		

Graduate Attributes

	Bath Spa Graduates...	In BA (Hons) Fashion Photography, we enable this...
1	Will be employable: equipped with the skills necessary to flourish in the global workplace, able to work in and lead teams	Projects and events offering opportunities for teamwork and leadership; live industry projects; active external engagement throughout the course. Professional Contexts modules promote professional practice within the field and facilitate collaborative practice
2	Will be able to understand and manage complexity, diversity and change	Curriculum enables students to apply creative and technical skills to diverse photographic opportunities and problems; developing project management skills; engagement with contemporary social and cultural context.
3	Will be creative: able to innovate and to solve problems by working across disciplines as professional or artistic practitioners	Creative problem solving through ideas and practical development; working to a wide range of audiences and contexts. By providing practical and theoretical modules students are equipped with the skills and confidence to speculate, take risks and be curious through research and experimentation.
4	Will be digitally literate: able to work at the interface of creativity and technology	Developing students' skills in specialist digital photographic and graphic processes; utilising digital applications to enhance communication and promotion for the fashion industry.
5	Will be internationally networked: either by studying abroad for part of their programme, or studying alongside students from overseas	Through study abroad opportunities; international field trips; studying alongside overseas students; participation in networking with international graduates and international industry professionals - guest lectures.
6	Will be creative thinkers, doers and makers	Through all practical aspects of the course.
7	Will be critical thinkers: able to express their ideas in written and oral form, and possessing information literacy	In Historical & Critical Studies, and in the development of communication skills for a wide range of professional contexts.
8	Will be ethically aware: prepared for citizenship in a local, national and global context	By embedding diversity, sustainability and ethics discussion and debate within photographic practice throughout the programme.

Modifications

Module-level modifications

Code	Title	Nature of modification	Date(s) of approval and approving bodies	Date modification comes into effect
HAC4000-20	Introduction to Visual and Material Culture: <i>Art and Photography</i>	Deletion of module	SQMC March 2022	2022/23
HAC4004-20	Introduction to Visual and Material Culture: Photography	New module	SQMC March 2022	2022/23
HAC6100-20	Visual and Material Culture - Final Study	Removal of all School of Design subjects from the module	SQMC March 2022	Academic Year 2022 /23
HAC4004-20	Introduction to Visual and Material Culture: Photography	Deletion of module	Curriculum Committee April 2023	2023/24
HAC5107-20	Photography: Contemporary Issues and Practice	Deletion of module	Curriculum Committee April 2023	2023/24
HAC4005-20	History and Context: Introduction to Visual and Material Culture	New module	Curriculum Committee April 2023	2023/24
HAC6100-20	Critical Practices: Final Project	Module deleted	Curriculum Committee April 2023	2023/24
CST6100-20	Situating Practice: Final Project	New module	Curriculum Committee April 2023	2023/24

Programme-level modifications

Nature of modification	Date(s) of approval and approving bodies	Date modification comes into effect
Removed CST5107-20 We Are Here: Photography in the 21st Century	Curriculum Approval Panel, December 2023	2024/25
Removed CST6100-20 Situating Practice: Final Project	Curriculum Approval Panel, December 2023	2024/25
Added HAC5111-20 Fashion Photography - Contemporary Issues and Practice	Curriculum Approval Panel, December 2023	2024/25
		2024/25

Added HAC6101-20 Visual and Material Culture Final Study: Design	Curriculum Approval Panel, December 2023	
PHO5002-20 Professional Contexts 2 Semester change	Curriculum Approval Panel, December 2023	2024/25

Attached as appendices:

1. Programme structure diagram
2. Map of module outcomes to level/programme outcomes
3. Assessment map
4. Module descriptors

Appendix 1: Programme Structure Diagram – (BA (Hons) Fashion Photography)

Single Honours	
Level 4	
Semester 1	Semester 2
Core Modules	
PHO4010-20 Introduction to Fashion Photography (20 Credit)	PHO4002-20 Photographic Practice 3: <i>Image and Context</i> (20 Credit)
PHO4011-20 Fashion Identities (20 Credit)	PHO4012-20 Fashion Spaces (20 Credit)
PHO4004-20 Professional Contexts 1 (20 Credit)	HAC4005-20 History and Context: Introduction to Visual and Material Culture (20 Credit)
Level 5	
Core Modules	
PHO5003-20 The Fashion Film (20 Credit)	PHO5004-40 Fashion Stories (40 Credit)
PHO5002-20 Professional Contexts 2 (20 Credit)	HAC5111-20 Design - Contemporary Issues and Practice (20 Credit)
Optional Modules	
PHO5100-20 Photographic Practice 6: <i>Narrative - Fiction</i> (20 Credit)	
Optional Professional Placement Year 120 credits	

Single Honours	
Level 6	
Core Modules	
PHO6005-20 Professional Portfolio 1 (20 Credit) HAC6101-20 Visual and Material Culture Final Study - Design (20 Credit)	PHO6006-40 Fashion Statement Portfolio 3 (40 Credit) PHO6004-20 Professional Contexts 3 (20 Credit)
Optional Modules	
PHO6002-20 Individual Practice: Portfolio 2 (20 Credit)	

Appendix 2: Map of Intended Learning Outcomes

Level	Module Code	Module Title	Status (C,R,R*,O) [4]	Intended Learning Outcomes															
				Subject-specific Skills and Knowledge					Cognitive and Intellectual Skills					Skills for Life and Work					
				A1	A2	A3	A4	A5	B1	B2	B3	B4	B5	C1	C2	C3	C4		
4	PHO4010-20	Introduction to Fashion Photography	C	X	X	X	X	X	X	X	X	X	X	X	X	X	X		
4	PHO4011-20	Fashion Identities	C	X	X	X	X	X	X	X	X	X	X	X	X		X		
4	PHO4002-20	Photographic Practice 3: Image and Context	C	X	X	X	X	X	X	X	X		X	X	X	X			
4	PHO4012-20	Fashion Spaces	C	X	X	X	X	X	X	X	X	X		X		X	X		
4	PHO4004-20	Professional Contexts 1	C			X	X	X	X	X	X	X	X	X	X	X	X		
4	HAC4005-20	History and Context: Introduction to Visual and Material Culture	C	X			X		X	X			X			X			
5	PHO5003-20	The Fashion Film	C	X	X	X	X	X		X	X		X	X	X	X	X		
5	PHO5100-20	Photographic Practice 6 Narrative: Fiction	O	X	X	X	X	X	X	X	X	X	X	X		X	X		
5	PHO5004-40	Fashion Stories	C	X	X	X	X	X	X	X	X	X	X	X		X	X		
5	PHO5002-20	Professional Contexts 2	C		X	X	X	X	X	X	X	X	X	X	X	X	X		
5	HAC5111-20	Design- Contemporary Issues and Practice	C				X		X	X	X	X			X	X			
5	PPY5100-120	Professional Placement Year	O											X	X	X	X		
6	PHO6005-20	Professional Portfolio 1	C	X	X	X	X	X	X	X	X	X	X	X	X	X	X		
6	PHO6002-20	Individual Practice: Portfolio 2	O	X	X	X	X	X	X	X	X	X	X	X	X	X	X		
6	PHO6006-40	Fashion Statement: Portfolio 3	C	X	X	X	X	X	X	X	X	X	X	X	X	X	X		
6	PHO6004-20	Professional Contexts 3	C		X	X	X	X	X	X				X	X	X	X		
6	HAC6101-20	Visual and Material Culture - Final Study	C				X			X	X					X	X		

[4] C = Core; R = Required; R* = Required*; O = Optional

Appendix 3: Map of Summative Assessment Tasks by Module

Level	Module Code	Module Title	Status (C, R, R*, O)[5]	Assessment method													
				Coursework						Practical				Written Examination			
				Dissertation	Dossier	Essay	Journal	Portfolio	Report	Exhibition/Event	Live Project	Practical skills	Presentation	Set exercises	Written Examination	In-class test (seen)	In-class test (unseen)
4	PHO40 10-20	Introduction to Fashion Photography	C				X	X									
4	PHO40 11-20	Fashion Identities	C				X	X									
4	PHO40 02-20	Photographic Practice 3: Image and Context	C				X	X									
4	PHO40 12-20	Fashion Spaces	C				X	X									
4	PHO40 04-20	Professional Contexts 1	C		X							X					
4	HAC40 05-20	History and Context: Introduction to Visual and Material Culture	C			X		X									
5	PHO50 03-20	The Fashion Film	C				X	X									
5	PHO51 00-20	Photographic Practice 6 Narrative: Fiction	O				X	X									
5	PHO50 04-40	Fashion Stories	C				X	X									
5	PHO50 02-20	Professional Contexts 2	C		X				X								
5	HAC51 11-20	Design- Contemporary Issues and Practice	C			X		X									
5	PPY51 00-120	Professional Placement Year	O				X	X									
6	PHO60 05-20	Professional Portfolio 1	C				X	X									
6	PHO60 02-20	Individual Practice: Portfolio 2	O				X			X							
6	PHO60 06-40	Fashion Statement: Portfolio 3	C				X	X									
6	PHO60 04-20	Professional Contexts 3	C		X			X									
6	HAC61 01-20	Visual and Material Culture - Final Study	C			X											

[5] C = Core; R = Required; R* = Required*; O = Optional