

HIGHER EDUCATION ASSESSMENT

School:	Creative Arts		
98Awarding Body:	Lancaster University	Module Code:	VL6MD002
Programme Title:	BA (Hons) Photography	Occurrence:	
Module Title:	Module 303	Weighting:	45 credits
Assessment Title:	Synergy	Assessment No.	3 of 3

fds

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Internal Verification (IV) <i>For Staff Use Only</i>	Assessment Brief IV <i>Must be internally verified prior to distribution to students</i>	IV Name:	Sarah Eyre / Claire Wild
		Date:	21/1/2013
	Student Submission IV <i>To be completed if the assessment submission forms part of the IV sample</i>	IV Name:	
		Date:	

Assessment Distribution, Submission & Return <i>Please note that late submissions may incur a penalty as defined within the assessment regulations of the awarding body</i>	Distribution Date:	Tues 21st January 2014
	Submission Time:	1.30 Pm
	Submission Date:	Wednesday 14th May 2014 4pm
	Submission Point/Location:	Room PAL G27
	Feedback Week Commencing:	

Student Number:			
Student Name:			
Assessment Record <i>For Staff Use Only. All assessment grades are subject to ratification by the College board of examiners and the awarding body.</i>	Grade Awarded:		Submitted: <input type="checkbox"/> On Time <input type="checkbox"/> Late ___ days (days NOT working days)
	Date:		Penalty:

Student Declaration

By submitting work for this assignment I acknowledge that the content is entirely my own work and that it has not been submitted whole or in part for the award of a degree or other qualification by me or any other person. I confirm that that all sources have been properly cited and referenced. I understand that this work may be checked for plagiarism through an online detection service and that I am aware of the College's Student Misconduct Procedures relating to plagiarism.

Learning Outcomes Assessed	
1	<ul style="list-style-type: none"> Review critically and apply a high degree of creativity and expertise to all aspects of this module.
2	<ul style="list-style-type: none"> Produce an original body of work to a professional standard that demonstrates your own personal identity and relates to your chosen photographic context.
3	<ul style="list-style-type: none"> Formulate a critical and contextual statement about your own specialist practice
4	<ul style="list-style-type: none"> Demonstrate independent research and professional working practices

Assessment Brief

This module summarises the learning that you have done throughout the programme. It offers you the opportunity to further develop your identity for professional practice and acts as a conclusion to the work you have developed throughout the course.

The body of work that you produce for this module will be seen as a culminating statement and as a preparation for your chosen career pathway after graduation. This should run in consort with a well developed understanding of context and how this can inform practice.

This module will equip you to critically refine methods, processes and concepts relevant to your professional practice and will further foster independence by the development of your transferable skills.

LEARNING OUTCOMES

On successful completion of this module you will be able to:

- Review critically and apply a high degree of creativity and expertise to all aspects of this module.
- Produce an original body of work to a professional standard that demonstrates your own personal identity and relates to your chosen photographic context.
- Formulate a critical and contextual statement about your own specialist practice
- Demonstrate independent research and professional working practices

BRIEF / INDICATIVE CONTENT

Produce a body of work that relates to personal aims and professional practice.

You will be required to identify your own theme, develop a coherent body of work and present a fully researched marketing package that relates to your chosen career pathway. You should produce an artist's statement in the form of a piece of supporting writing linking the critical theoretical rationale that underpins your practical work and that places your work in context. You should also produce a detailed career plan that articulates how you will apply your skills, thinking and identity to your chosen context, i.e. an analysis of career options and opportunities.

ASSESSMENT TIMING

Final Deadline

Wednesday 14th MAY between 3 -4pm location tbc.

Interim Deadlines

Tuesday 11th Feb 2014 11.55pm

Moodle upload - 3 images and a 50 word statement showing the progress of your project. You will also be expected to critique, online, the work of at least 4 of your peers (outside your crit group). The upload will form the basis of peer assessment critique sessions during the week.

Tuesday 1st April 2014 6pm

- 1 printed A3 contact print containing an edit of at least 8 images
- A short (approx 300 words) *typed* artist statement.
- Attendance at at least ONE critique session in the week, and engagement with peer assessment of materials.

ASSESSMENT WEIGHTING

- Rationale and career plan 10%
- Marketing package 10%
- Cumulative body of resolved work 80%

FINAL SUBMISSION

- A coherent body of work (approx 10-15 images) presented in a way that is relevant to the work, and to your chosen market, for example - portfolio quality prints, installation, book, PDF magazine / portfolio or moving image piece.
- A printed portfolio of between 12-18 (approx) images selected and edited with your target market in mind – Module 303 work should be included in your portfolio, but not necessarily in its entirety.
- A CD containing hi-res (50MB>) images made for Module 303, and a 'licence to use' agreement.
- Research Journal containing a contact print of final images made for this module.
- Marketing package that includes a digital PDF portfolio, up to date CV, business card / post card, up to date live website
- Critical and contextual statement about your work for this module.
- Detailed career plan outlining your long term aims and your priorities for the year after graduation.

All work must be copyright protected with delivery notes, relevant model release forms and a licence to use.

PLEASE NOTE, FAILURE TO MEET ANY OF THE ABOVE DEADLINES, OR SUBMISSION OF INCOMPLETE WORK WILL RESULT IN A MODULE FAIL.

ASSESSMENT CRITERIA

- A high degree of creativity, critical reflection and expertise has been applied to a range of contexts throughout this module.
- An original body of work has been produced to a professional standard that highlights your own personal identity and relates to your chosen 'context'.
- A critical statement has been produced which explores the theoretical context of the work.
- Independent research and professional working practices have been demonstrated within sessions and practice.

