

**PROGRAMME SPECIFICATION AND CURRICULUM MAP**



<b>1. Programme title</b>	Photography
<b>2. Awarding institution</b>	Middlesex University
<b>3a. Teaching institution</b>	AKTO Art and Design (Athens)
<b>3b. Language of study</b>	Greek
<b>4a. Valid intake dates</b>	October
<b>4b. Mode of study</b>	Full-time & Part time
<b>5. Professional/Statutory/Regulatory body</b>	
<b>6. Apprenticeship Standard</b>	
<b>7. Final qualification(s) available</b>	BA (Hons) Degree
<b>8. Year effective from</b>	2021 - 2022
<b>9. Criteria for admission to the Programme</b>	
<p>One can enrol in the course if they have creative thinking or a talent and have a love for the field. For their enrolment those interested in the course have to apply via a special AKTO form, they must have completed secondary education and they must attend an interview with the Head of the course. It is possible for one to enrol without having completed secondary education if they are judged to be an exceptional talent, provided that they have completed their 17<sup>th</sup> year of age. In all cases the interested party presents a portfolio to the Head of the course. In no case can one be enrolled in the course if they are not 17 years of age and they have not completed the 9-year compulsory education. As the programme is taught in Greek, Greek language requirements for foreign applicants are of a B2 level. Applicants must also be able to handle English bibliography. There is no maximum age limit.</p>	
<b>10. Aims of the programme</b>	
<p>Learning in art and design, as per Subject benchmark statement, develops:</p> <ul style="list-style-type: none"> <li>• the capacity to be creative</li> <li>• an aesthetic sensibility</li> <li>• intellectual enquiry</li> <li>• skills in team working</li> <li>• an appreciation of diversity</li> <li>• the ability to conduct research in a variety of modes</li> <li>• the quality of reflecting on one's own learning and development</li> <li>• the capacity to work independently, determining one's own future learning needs.</li> </ul> <p>The main aim of this programme is to develop your awareness of the potential of the discipline, as means of artistic expression and communication, in all its aspects, within the broader area of Visual Arts, as well as a field for professional practice with various applications and differentiations in demands. It will enable you to observe, identify and solve problems, make critical and reflective judgements, develop rational and analytical skills, and an ability to generate alternatives. It also seeks to broaden your horizons and prospects by acquainting you with video technology and principles of sequential media, in order to be able serve a wider range of applications and at the same time explore a wider range of possibilities for both your professional and academic development in this exiting field. This programme aims to develop your perception of Art as an agent of equality, diversity, inclusivity and change within the general sociopolitical context, also considering issues of sustainability and the environment, and enable you to address current and future challenges though Photography.</p> <p>The programme combines the conceptual, theoretical and the practical and enhances your experiential activity and enquiry-based learning and enhances your verbal and written communication skills, and your</p>	

ability to present original solutions based on international practices. Its goal is to develop multi-dimensional photography artists and professionals with artistic education and a sound knowledge of subject-related technology, from the very initial principles and its evolution to the very cutting-edge digital equipment of today and its use, able to engage with a variety of issues creatively, systematically and professionally.

A range of transferable skills is incorporated into the programme, so as to assist you in achieving a successful career and constantly develop as artists and professionals. Independence of thought, originality of ideas and professionalism, are the key parameters that are enhanced through both the curriculum and the organized complementary activities that form the educational experience within the programme.

**11. Programme outcomes-the programme offers opportunities for students to achieve and demonstrate the following learning outcomes.**

(The BA Graduates attain the programme outcomes listed hereunder. The Dip HE graduates attain the same programme outcomes at the corresponding level).

<p><b>A. Knowledge and understanding</b> On completion of this programme the successful student will be able to:</p> <ol style="list-style-type: none"> <li>1. Evidence critical engagement on a broad range of relevant theories and analyse the historical dimensions of Visual Arts and Photography.</li> <li>2. Demonstrate knowledge of the factors affecting the Photography industry and contemporary professional practice and extend their learning to different contextual frameworks.</li> <li>3. Combine knowledge of Photographic principles, techniques, tools, materials and demonstrate an understanding of their uses and capabilities.</li> <li>4. Demonstrate a capacity to contrast and select the appropriate technical practices and applications for traditional and contemporary Photography.</li> <li>5. Combine, apply and manage the appropriate research methodologies in order to investigate a topic, organise and evaluate research material.</li> <li>6. Explore the various applications of Photography on a conceptual level, as a medium that has the power for social change and operates within the general context of society.</li> </ol>	<p><b>Teaching/learning methods</b> Students gain knowledge and understanding through their attendance, participation and engagement in: lectures; seminars; independent study, group debate - discussion and tutorials.</p> <p><b>Assessment</b> Student's knowledge and understanding is assessed through creative coursework and written assignments.</p>
<p><b>B. Skills</b> On completion of this programme the successful student will be able to:</p> <ol style="list-style-type: none"> <li>1. Select, apply and manage the appropriate research methodologies in order to investigate a topic.</li> <li>2. Employ contemporary photographic practices, methods, materials and techniques and undertake works in photographic image making.</li> <li>3. Exhibit competency in using computer software for innovative digital design.</li> </ol>	<p><b>Teaching/learning methods</b> Students develop practical skills through exercises, demonstrations, practical projects and workshops.</p> <p><b>Assessment</b> Students' practical skills are assessed through creative coursework, creative projects and practical exercises.</p>

<p>4. Develop original concepts and manage all stages of an individually executed project for applied and commercial Photography.</p> <p>5. Evidence skills related to professional practice, including time management, teamwork, collaboration with related disciplines and interdisciplinary approaches.</p> <p>6. Communicate to audiences and present research, both verbally and visually, using a variety of appropriate media, analyse and criticize completed work.</p>	
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## 12. Programme structure (levels, modules, credits and progression requirements)

### 12.1 Overall structure of the programme

The course is studied over three years (6 semesters) full-time and study is undertaken in three levels (one for each year of study). A part-time mode is also offered, whereby students complete the course in 8 semesters (Level 4 is completed in the first year of studies, Level 5 is completed in the second year of studies and Level 6 is completed in the third and fourth year of studies). 100% of the course is College-based. The course is arranged in 15 week semesters. There are 13 study weeks per semester.

The course is divided into study units called modules. Each level has an equivalent of 120 credits.

Levels 4 and 5: Each module has a credit value of 20 credits. Each 20-credit module represents approximately 180 hours of student learning, endeavour and assessment. Upon successful completion of the first two levels of study, students receive the Diploma award.

Level 6: There are two modules with a credit value of 30 credits each in semester 5 and two modules with a credit value of 40 (main project) and 20 credits respectively in semester 6. Upon successful completion of the third level of studies, students receive the BA award.

Details of each module can be found in the module descriptors below.

### 12.2 Levels and modules

#### Level 4

COMPULSORY	PROGRESSION REQUIREMENTS
<p>Students must take all of the following:</p> <p>PH111 History &amp; Theory I PH121 Applied Photography I PH131 Photographic Principles &amp; Techniques I</p> <p>PH112 History &amp; Theory II PH122 Applied Photography II PH132 Photographic Principles &amp; Techniques II</p>	<p>120 credits are required for progression to the next level of study.</p>

#### Level 5

COMPULSORY	PROGRESSION REQUIREMENTS
<p>Students must take the following:</p> <p>PH213 History &amp; Theory III PH223 Commercial Photography I PH233 Advanced Photographic Techniques I</p> <p>PH214 Contemporary Photographic Practice PH224 Commercial Photography II PH234 Advanced Photographic Techniques II</p>	<p>120 credits are required for progression to the next level of study. Exit point DipHE</p>

<b>Level 6</b>	
COMPULSORY	PROGRESSION REQUIREMENTS
Students must take the following: PH315 Photography Research Project PH325 Creative professional approaches I PH316 Main Project PH326 Creative professional approaches II	120 credits are required for successful completion of the academic year and a total of 360 credits are required in order for students to graduate.
<b>12.3 Non-compensatable modules</b>	
<b>Module level</b>	<b>Module code</b>
Compensation is not permitted in any module	
<b>13. Information about assessment regulations</b>	
Detailed information about assessment regulations that apply to the programme can be found in the handbook (Also see Middlesex University Regulations at <a href="http://www.mdx.ac.uk/regulations">www.mdx.ac.uk/regulations</a> ). In general, students must pass all components of each module, in order to complete the module successfully.	
<b>14. Placement opportunities, requirements and support</b>	
Not applicable	
<b>15. Future careers</b>	
The Careers Office looks after the professional provision of AKTO graduates. Various companies who have job vacancies connect with it and students are promoted based on the Career's Office records and student applications. It also deals with graduate requests for employment and holds several reference material and information on professional requirements and employment opportunities. Graduates of this programme follow various pathways: quite a few enter and upgrade relative family businesses, others start directly as independent professionals and soon create their own studio while the majority start by working in an existing studio or agency or collaborate with local papers and magazines.	
<b>16. Particular support for learning</b>	
<p>The Photography course is housed in the Evelpidon building in Athens, which provides workshops, design and drawing studios, lecture rooms, computer rooms and subject specific studio areas which are equipped with all the relevant software and peripherals. It also provides for subject specific studio areas, photographic labs, studios for Advertising and Fashion Photography and dark rooms. All studios are at the student's disposal many hours during the week in order to practice and prepare their projects and there are always technicians and assistants to support them. WiFi access is available in all building areas, while the college is equipped with a variety of projection facilities which are used at lessons and seminars. Students of all programmes also have access to the Green room, and a post-production unit, Auditorium and Gallery.</p> <p>All AKTO buildings house a Library. The libraries of the college are equipped with computers, photocopying machines, internet stations and video room. The librarians also provide information on other libraries that the students can use and there is a database of relevant web-sites (see section 'Library and learning Resources' for the opening hours of the libraries).</p> <p>The course operates within the multidisciplinary setting of AKTO, offering students the opportunity to come into contact with students from other Art &amp; Design programmes, attend common activities and explore the common ground and applications of their disciplines and others.</p> <p>AKTO has a strong tradition in establishing and maintaining strong links with the relevant industry, which creates opportunities for students to visit working areas such as publishing companies and printing workshops and, what's even more important, get assigned real projects by various companies while they study, thus gaining experience, participating in exhibitions outside the college, winning prizes and even seeing their work published while they still study.</p> <p>The college also has a tradition in organizing various other activities that enrich student experience, such as educational excursions abroad, conferences, lectures by known professionals etc.</p> <p>For more information please also refer to sections "Learning resources" and "Support" of this Handbook.</p>	

<b>18. JACS code (or other relevant coding system)</b>	-
<b>19. Relevant QAA subject benchmark group(s)</b>	Art & Design
<b>20. Reference points</b>	
<ol style="list-style-type: none"> <li>1. Subject Benchmark Statements for Art and Design programmes as issued by the QAA (2017)</li> <li>2. Descriptors of the National Qualifications framework for Art &amp; Design (2014)</li> <li>3. Middlesex University regulations (2021-2022)</li> <li>4. AKTO College mission statement (2013)</li> <li>5. The framework for higher education qualifications [FHEQ] (2014)</li> </ol>	
<b>21. Other information</b>	
<p><b>Students also benefit from:</b></p> <ul style="list-style-type: none"> <li>-Qualifications and expertise of teaching staff: Most members of the programme team have completed university studies and/or postgraduate studies. All of them are practicing professionals with notable experience in the field.</li> <li>-Educational experience of the teaching staff: all members of staff have substantial educational experience since they have been teaching in advanced levels of undergraduate programmes for a number of years.</li> <li>-History and experience of the college: AKTO, which is the largest provider in the field of Art &amp; Design education in Greece, has been running successfully a number of undergraduate programmes in the field, validated by Middlesex University since 1992 and a post-graduate course at Master's level since 2003. The college has a long-standing good reputation for the quality of its provision.</li> <li>-The validation by Middlesex University ensures implementation of all quality factors and procedures officially referring to academic programmes of such standards.</li> </ul> <p><b>The programme is evaluated and improved in the following ways:</b></p> <ul style="list-style-type: none"> <li>- Student feedback in surveys (end of first semester) and board of studies (once per semester).</li> <li>-External Examiner arrangements: Future reports on the operation and standards of the BA Level will assist in the evaluation and improvement of the Programme.</li> <li>-Feedback from the employment market, whereby there is a demand for AKTO graduates by employers, is very positive, and the very good reputation of AKTO graduates in the industry.</li> </ul>	

## Curriculum map for B.A. (Hons) in Photography

This section shows the highest level at which programme outcomes are to be achieved by all graduates, and maps programme learning outcomes against the modules in which they are assessed.

	Module	Code	Programme Outcomes												
			A1	A2	A3	A4	A5	A6	B1	B2	B3	B4	B5	B6	
1	HISTORY & THEORY I	PH 111	x				x	x						x	
	APPLIED PHOTOGRAPHY I	PH 121		x				x				x			
	PHOTO. PRINCIPLES & TECHNIQUES I	PH 131			x	x				x					
	HISTORY & THEORY II	PH 112	x				x		x			x			
	APPLIED PHOTOGRAPHY II	PH 122		x								x	x	x	
	PHOTO. PRINCIPLES & TECHNIQUES II	PH 132			x	x				x	x		x		
2	HISTORY & THEORY III	PH 213	x				x		x					x	
	COMMERCIAL PHOTOGRAPHY I	PH 223		x			x		x			x	x		
	ADVANCED PHOTO. TECHNIQUES I	PH 233			x	x				x	x				
	CONTEMPORARY PHOTO. PRACTICE	PH 214		x				x			x	x			
	COMMERCIAL PHOTOGRAPHY II	PH 224		x					x			x	x	x	
	ADVANCED PHOTO. TECHNIQUES II	PH 234			x			x		x	x				
3	PHOTOGRAPHY RESEARCH PROJECT	PH 315	x				x	x	x					x	
	CREATIVE PROF. APPROACHES I	PH 325		x				x		x		x			
	MAIN PROJECT	PH 316		x	x	x		x		x	x	x	x	x	
	CREATIVE PROF. APPROACHES II	PH 326		x		x				x		x	x		

## Programme learning outcomes

<b>Knowledge and understanding</b>	
A1	Evidence critical engagement on a broad range of relevant theories and analyse the historical dimensions of Visual Arts and Photography.
A2	Demonstrate knowledge of the factors affecting the Photography industry and contemporary professional practice and extend their learning to different contextual frameworks.
A3	Combine knowledge of Photographic principles, techniques, tools, materials and demonstrate an understanding of their uses and capabilities.
A4	Demonstrate a capacity to contrast and select the appropriate technical practices and applications for traditional and contemporary photography.
A5	Combine, apply and manage the appropriate research methodologies in order to investigate a topic, organise and evaluate research material.
A6	Explore the various applications of Photography on a conceptual level, as a medium that has the power for social change and operates within the general context of society.

<b>Skills</b>	
B1	Select, apply and manage the appropriate research methodologies in order to investigate a topic.
B2	Employ contemporary photographic practices, methods, materials and techniques and undertake works in photographic image making.
B3	Exhibit competency in using computer software for innovative digital design.
B4	Develop original concepts and manage all stages of an individually executed project for applied and commercial Photography.
B5	Evidence skills related to professional practice, including time management, teamwork, collaboration with related disciplines and interdisciplinary approaches.
B6	Communicate to audiences and present research, both verbally and visually, using a variety of appropriate media, analyse and criticize completed work.