

# BA(Hons) PHOTOGRAPHY

“More haste less speed  
– is a profound truth –  
the best images are made  
with the full engagement  
of the brain – slowly.”

Pete Sherwood  
COURSE TUTOR

## ABOUT THE COURSE

**The Photography course at Norwich centres upon the creation of imagery within a wide variety of contexts, including advertising, publishing, interactive design, educational, business and community projects.**

Many of our graduates work, on a full-time or freelance basis, for a range of photographic studios and design groups across the creative industries.

We teach photography in a unique way, which we feel upholds our reputation as a leading provider in Higher Education. We see photography as one element of communication within the overall language of graphic design. In their first semester therefore, we involve students in a range of graphic disciplines.

This provides a deeper understanding of the role and impact images command alongside text, and in design layouts, where they may be framed by the constraints of space or allowed to ‘spill off the page’. With this grounding established, students move forwards and engage with their specialism more directly.

Practical professional skills are only as good as the thinking that drives them. The BA(Hons) Photography course insists on study of both theory and practice. Practical photographic assignments are blended with a programme of Critical Studies whereby students acquire distinct ways of thinking that will widen their perspective on their chosen discipline.



### LEVEL ONE

In your first semester you will undertake study alongside students from other design disciplines as well as commencing your introduction to Photography itself.

After this spectrum of study, you will be familiar with an array of different practices and will be well placed to make informed decisions about the ongoing direction of your study.



### LEVEL TWO

Building upon the thorough foundations laid in Level One, you will concentrate your energies on the acquiring of professional standards of photographic practice through project, studio, location, workshop and darkroom studies.

You may get the opportunity to produce work for real clients or to synergise your image-capturing talents with those of fellow students from other courses.

You will also have the opportunity to undertake a work assignment, in Norwich, London or elsewhere nationally. Recent placements in photography and graphic design studios have been at, amongst others, GGS Photographic and with photographers Gerry Yarley, Mike Harrington, Dougal Waters, David Burton and Philip Lee Harvey.

### LEVEL THREE

Level Three is all about consolidating your learning, skills and intellectual capacities in a pragmatic and applicable way that will equip you for a career in the world of photography or alternatively prepare you for further postgraduate study. By tailoring your own syllabus you will address the areas of your skills and mind-sets that best reflect your intentions for life beyond the course. You will be asked to produce a dissertation on an area of photography that especially fascinates you and, to prepare your launch into the workplace, we will train you in sound business and professional studies.

### WHAT MAKES US SPECIAL

The nature of the photographic industry is that the majority of practitioners work in a freelance capacity or on a commissioned basis. In recent years graduates have found many posts as assistants to professional photographers, others have found positions in high-profile companies such as EMAP Publications and Holborn Studios.

Our students have won many prizes in recent years, including prestigious Design and Art Direction Awards. Recent successes include first prize in the Royal Horticultural Society Photographic Awards and first and second prizes in the Tetley Tea Photography competition.

We have staged exhibitions at Aston Berry accountants and Price Waterhouse Cooper, as well as undertaking many commissions and live projects with industry and for the community. These include Targetfollow, The Money Centre, Jarrolds department store, King's Lynn Council and the BBC.

Students who successfully complete their undergraduate studies are able to progress to a range of MA courses within the University College, subject to the fulfilment of entry criteria.

#### About You and Your Portfolio

To support your application you will be asked to present your portfolio. We are interested in all areas of your creative history and development but clearly expect to see evidence of photographic, observational and visual work, which may be across a variety of formats and that proves your commitment to photographic study. Your work may also include drawing, design research, printmaking, typography and other investigational work involving images and expression. As the course involves some written assignments, you will be asked to produce evidence of your capabilities, such as a marked essay.

#### Qualifications

For details of entry qualifications please refer to page 94.

#### The Small Print

UCAS Code: N39  
Course Code: Route A: W640

For further information please email:  
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