

PHOTOGRAPHY

Student profile

Stephie Howard from Bath
BA (Hons) Photography



I didn't anticipate I would settle in so quickly

One of the most unexpected advantages at NUCA is meeting so many like-minded people. Being able to discuss my ideas and share my experiences with other students is turning out to be invaluable. Also the tutors encourage us to see them at any time – they are concerned with our personal growth as well as our success as photographers.

After my A Levels I took some time out to work and travel. I did some marine research in my years out and I'm starting to experiment with underwater photography.

This might prove to be my 'branch' of photography or it might not – it's refreshing to have the time and the opportunity to find out.

The course gives you space to experiment and pursue your own ideas. I get out around Norfolk most weekends. The countryside and coast are close and Norwich itself is a lovely city full of old buildings and hidden gems like flea markets and cobbled streets. I can already imagine living here for a long time.

See a film about Stephie at: www.nuca.ac.uk/itunes

Photography

ABOUT THE COURSE

The BA (Hons) Photography course focuses on commercial photographic practice, specifically in the areas of advertising, editorial and fashion work. The course is led by visual and technological imperatives and taught as a means for communication as well as to express creativity. It helps you to acquire knowledge, skills and an approach to your professional practice that is relevant to industry needs.

The course is structured around briefs and assignments requiring an analytical approach and you are challenged throughout to build your awareness of visual culture to inform effective communication. You will be introduced to a range of theoretical ideas, which include topics such as visual communication and colour theory, photography and truth, photography and ethics, narrative, audience and point of consumption, which you will use to inform your practice.

After a first year of intensive skills development, your studio practice will reflect professional expectations. You will have access to an industry-standard photographic studio and camera equipment. Business and professional skills are embedded throughout the course.

Guest lecturers are invited to work with students. Internationally renowned visitors to the course in the last year have included editorial photographer Tom Miles, travel photographer Philip Lee Harvey, commercial photographer Tim Flach and President of the Association of Photographers Simon Leach.

HOW THE COURSE IS TAUGHT

Year One

Emphasis is on the development of practical and conceptual skills. Workshops enable you to work safely and effectively in a professional photographic environment with associated studio flash lighting, 35mm film and digital cameras, medium and large format cameras and large format ink jet printers. You are inducted into the digital darkroom where colour management, digital file management, basic image processing, manipulation and editing with industry standard applications are covered. Lectures develop your understanding of visual communication, supported by seminar sessions where you discuss and apply theoretical concepts to your own work. Photographic briefs enable you to experiment and explore creative and contextual issues as well as technical aspects of the medium.

Year Two

In the second year you will strengthen your technical and contextual skills through exploration and experimentation, with an industry focus. Working closely with industry and studying directly with different practitioners who deliver elements of the course you will focus on current working practices and application of photography

in the real world. Working to a variety of simulated and live briefs encourages you to work at a professional level acknowledging industry expectations. Through group critiques and tutorials you identify, analyse and act upon technical, client and business considerations. Lectures develop understanding of debates in contemporary photography, supported by seminars and workshops where you will discuss your images with reference to theoretical issues.

Year Three

Working independently, confidently and flexibly you refine your practice by generating a coherent body of work appropriate to your interests and ambition. The course culminates in a professional portfolio, accompanied by a range of self-promotional material and business documentation required to operate within the industry. You write a Research Report exploring in depth the relationships between photographic practice and critical and contextual issues, supported by lectures and seminars. Individual tutorials enable the development of a unique and appropriate approach to image making.



Clockwise from top:
Photography studio; Lecturer views work; Work by Denisa Ilie; Work by Jordie Donachie.

Opposite page clockwise from top:
Work by Kellie Colby; Photography studio; One to one tutorial.



Photography

RESOURCES

You will have access to industry-standard cameras, including 35mm digital SLRs, 35mm film cameras, Medium Format and Large Format digital cameras. The flexible, fully equipped studio space and fully colour managed digital darkroom facilities are based in the newly renovated Grade 1 listed East Garth building, which is devoted in its entirety to the course. A team of dedicated workshop technicians provide full-time presence and support for all photographic facilities. Students are encouraged to take advantage of the breadth of locations on our doorstep – urban, country and coast locations have been widely used commercially.

YOUR FUTURE

The development of your professional skillset is embedded in every unit of the course for the entirety of the three years of study. You are encouraged to develop skills in analytical thinking and critical judgement, interpersonal skills and transferable skills throughout all levels of the course.

Students have had recent successes in national competitions such as the D&AD student awards; Association of Photographers Student Photographer of the

Year; *Professional Photographer Magazine* Student Landscape Photographer of the Year and the Tetley Student Awards.

The majority of graduates seek to enter the photographic industry in a freelance capacity. In recent years graduates have found posts with professional photographers, others have found positions in high-profile companies such as EMAP Publications and Holborn Studios.

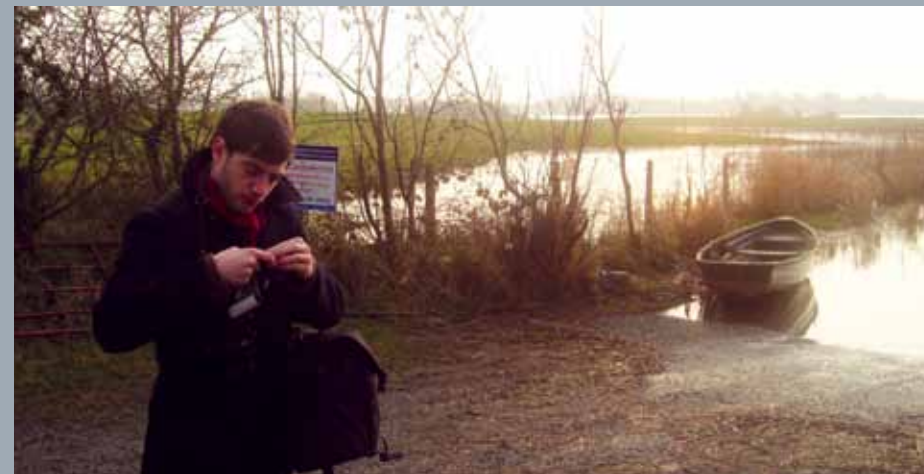
Building thorough knowledge of the theoretical as well as the practical side of photography prepares graduates well for continued study at postgraduate level. The University College offers a range of MA courses suitable for Photography graduates to explore.

COURSE INFORMATION

This course is available at BA (Hons) Degree.
 UCAS Code: N39
 Course Codes: W640
 Contact: photography@nuca.ac.uk
For further information visit:
www.nuca.ac.uk/baphotography

Alumnus profile

Jack Kerruish, Creative Assistant at Brothers and Sisters in London
Graduating Year: 2007



You really have to think outside the box

It's a very interesting time in the ad industry right now. Very little had changed in the past 50 years – it was just TV, radio and print which are all passive forms of consumption. The internet and social media have broadened how you connect with your audience and given scope for audience participation and interaction.

The output of our agency differs drastically from project to project. We will shoot and produce a TV ad or do an internet-only viral campaign and everything in between.

I'm always filming and taking pictures, whether it's for a location 'reccy', an in-house project or a client pitch. I write the agency blog and have art directed a few projects. Every day is different and it keeps me on my toes.

While I'm not always directly working with photography it's still a heavily image-based industry. The course made me more aware of the power of images and the skills I learned are directly transferable to what I do today.

View Jack's work at: www.nuca.ac.uk/alumni