PHOTOGRAPHY

DEGREE PROGRAM (BA)

1. PROGRAM FACTS

Study Level: Undergraduate
Study Mode: Full Time
Course Profile: Academic
Course Domain: Fine Art
Course Length: 6 semesters
Number of ECTS Credits Required for Graduation: 180
Areas of Academic Study and Academic Disciplines Evaluated by Learning Outcomes:
- Area of Academic Study: The Arts
- Academic Discipline: Fine Art
- Field of Study: Art and Design
Degree Awarded upon Completion: Bachelor’s Degree (BA)

2. FURTHER EDUCATION AND CAREER OPPORTUNITIES

Our graduates leave the course prepared to launch freelance careers as photographers. They are ready to take on artistic initiatives and realize them employing a wide array of means of expression. Students learn how to critically evaluate their own accomplishments, articulate creative concepts and effectively function in the dynamically developing world of art, including its commercial aspects. Our BA graduates demonstrate a range of subject skills, enabling them active participation in cultural activities and creative development of contemporary arts. Our graduates may find employment in the following capacities:
- fine art and applied photography
- publishing (illustrations, computer graphics, the Internet, book illustrations, and other publications, including self-publishing);
- cultural animation and promotion of photography

3. PROGRAM OVERVIEW AND OBJECTIVES

Our BA program seeks to equip prospective photographers with skills needed for creative realization of photographic art. Throughout the course, students expand their knowledge, technique and social competences by active participation in studio work. The course offers lectures on history of art, history of photography and philosophy, with the aim of broadening students’ understanding of subject background. Most importantly, they explore the breadth of photographic technologies. Students may attend supplementary classes of their choice (e.g. drawing, graphics, intermedia, painting, animation and sculpture) and develop their creative, technical, and intellectual skills.

4. LEARNING OUTCOMES

On completion of the BA Photography program, students should be able to demonstrate the following subject knowledge, practical subject skills and social competencies:
SUBJECT KNOWLEDGE

- Students know how to realize their artistic ideas and projects in the field of photography and video recording.
- Students have an understanding of major means of artistic expression and techniques pertinent to related disciplines, such as drawing, video recording, interactive art and object art.
- Students are aware of essential trends and movements in visual arts. They are familiar with leading publications about the history of visual arts.
- Students show a general knowledge of photography in the context of contemporary arts. They are familiar with current issues in art and art criticism, with a particular emphasis on photography.
- Students demonstrate a general knowledge of styles and traditions in the field of fine arts.
- Students have an essential understanding of stylistic transformations and traditions in the development of photographic art.
- Students are familiar with the history of photography and related disciplines (film, video) in practical and technological contexts.
- Students are familiar with technological trends and solutions applied in photography and draw on that knowledge in their practice, producing high-quality projects.
- Students are equipped with an essential knowledge of the latest technological developments within the domain of photography.
- Students are aware of key legal and commercial aspects of their profession.
- Students understand the relations between photographic technologies and their potential for artistic expression.
- Students are familiar with contemporary presentation strategies and promotional techniques relevant to the field of photography.
- Students show a general knowledge of key tendencies in philosophy and psychology, with a particular emphasis on psychophysiology.

PRACTICAL SUBJECT SKILLS

- Students are capable of conceptualizing and executing their artistic ideas, drawing on their subject knowledge of photography and related disciplines.
- Students know how to use specialist tools and equipment, such as photographic equipment, studio accessories, photographic laboratory, or audio-visual equipment.
- Students are familiar with digital image editing software (digital darkroom).
- Students employ a range of photographic technologies to create digital, analogue, black-and-white and colour images. They know how to record and edit photographic images.
- Students know how to use professional studio lighting equipment and are familiar with exposure techniques of photosensitive materials.
- Students know how to prepare images for exposure and printing/developing.
- Students apply their conceptual knowledge in the field of visual arts.
- Students draw on their general knowledge of photography and make conscious decisions concerning their practice.
- Students participate in collaborative ventures (team work) to launch artistic activities, exhibitions and presentations.
- Students effectively work as part of a team while conceptualizing and executing their projects within the field of photography and related disciplines.
- Students are equipped with essential technical skills in the field of photography and employ them to execute their artistic concepts.
Students are equipped with a set of essential practical skills relevant to the domain of visual arts, such as drawing techniques, graphic design, video recording and editing.

Drawing on their practical experience, students pursue further education and development. They are willing to self-study and enhance their competencies through sustained practice.

Students demonstrate a creative approach with reference to their artistic attitude. They are conscious and perceptive observers with a reflective attitude towards our reality.

Students are able to produce author’s commentaries (spoken and written) about their work. They know strategies for delivering public talks and presentations.

Students have good research skills, allowing them to seek information and reach sources relevant to their chosen disciplines.

Students have a command of a non-native language at B2 level of CEFR relevant to their chosen disciplines.

Students know how to deliver presentations concerning their practice; they are able to discuss their work and engage in a dialogue with an audience.

Students know how to present their work as digital publications, including portfolios, internet websites and other publications.

Students are equipped with essential drawing skills.

SOCIAL COMPETENCIES

Students understand the importance of sustained professional development, not only in the field of photography and related disciplines, but also within broader cultural contexts relevant to their artistic interests.

Students take on independent projects within the field of photography and related disciplines. They know how to collect, analyse and interpret data as well as argue their case while developing their creative ideas. They are driven by intrinsic motivation and demonstrate organisational skills.

While working on their projects, students apply their imagination, intuition, emotionality, creative thinking and creative work. They are able to think flexibly and adapt to changing circumstances.

Students are capable of controlling their behavior, emotions and anxieties while delivering presentations to an audience or in other public speaking situations.

Students are able to constructively evaluate their own work as well as that of other practitioners.

Students reflect on artistic, social, scientific and ethical aspects of their practice in the field of photography and related disciplines.

Students effectively communicate and function in society. They work as part of a team on collaborative projects and artistic activities as well as cooperate and socialize with others while participating in various cultural ventures.

Students are able to negotiate and organise presentations, exhibitions and other artistic ventures.

Students know how to present complex projects and ideas in an intelligible manner.

Students employ modern IT solutions in social communication.

Students are familiar with essential principles of copyright law and intellectual property rights relevant to photography and cognate disciplines.