

TOP UP YEAR in MEDIA PRODUCTION

for *Photography HND Students*



ESCOLA
DE TECNOLOGIAS
INOVAÇÃO
E CRIAÇÃO

SOLENT
UNIVERSITY
SOUTHAMPTON

In this Top Up Year provided by the School of Media Arts and Technology of Solent University Southampton, you will have the chance to develop your existing knowledge and expand your creative and technical skills.

A Top Up Year prepares the student to obtain an academic level (BA-Hons) and successfully overcome professional challenges by promoting a fruitful relationship with the community, businesses and institutions.

ETIC encourages talent, expertise and open-mindedness. The student develops creative thinking, so as to tighten opportunities and create possibilities for the actual and future practice contexts.

WHY A TOP UP YEAR

The top-up year in media production is a one-year programme created to give students the possibility to learn in an interdisciplinary context. In the top-up year in media production, students from all pathways will share common units – working in the Creative Media and Producing for the Social Media – where they will learn sophisticated production tools to help them communicate their creative experience with different audiences and in various contexts. All students will also attend Major Project, where they will learn from different professionals and specialists, who will help them develop their projects, which in turn should translate the advantage of attending an interdisciplinary course. Students who choose the photography pathway will enrol in specific photography units – Contemporary Photographic Practices and The Staged Photograph –, where they will have the opportunity to acquire a deeper understanding of contemporary photographic practices, in order to be able to play with several processes available – the archive, alternative printing processes, mix-media intervention, cameraless photography, etc. Students will also be able to explore the specificities of staging photographs, becoming more aware of the subliminal layers of this sort of representation. Photography is both a technique that needs mastering and a

creative skill. Working in the professional field of photography poses challenges that are particularly linked to its technological roots: on the one hand, it is a seemingly objective and scientific media; on the other hand, its singularity and autonomy arise when the photographer's subjective discourse masters the complex mechanism of photographic representation.

While attending the top-up year students will have the opportunity to work on their study skills and produce essays that reflect their maturity as aspiring photographers. By joining ventures with Solent University, here at ETIC we welcome to application all the students that completed the 2 years of the HND, or equivalent, and feel the need to go further. This is the place to be. We will be here to support you in this third and thrilling year of our academic journey.

ETIC COURSE LEADER FOR PHOTOGRAPHY:
SOFIA SILVA

SOLENT UNIVERSITY SOUTHAMPTON LINK TUTOR:
RUSSELL WHITE

WHAT WILL YOU STUDY

MAJOR PROJECT: DEVELOPING AND PRODUCING CREATIVE CONTENT

The Major Project is the unit in which students' skills come together in the design, execution and presentation of a creative, complex and individually demanding piece of work and is an arena in which they will be encouraged to engage in critical debate. It is intended to be both personally and intellectually challenging. The students on this unit will undertake to originate, research, develop and present a creative idea that might form the basis for an original and innovative media production project with commercial potential. Their creative idea will eventually take the form of a 'pitching package' or portfolio of documents designed to take their creative idea to a marketplace that will be researched and specified by the students. The form, shape and content of the portfolio is dependent on the particular forms of creative ideas, proposed platforms and routes to market the students select, and will thus be negotiated with and approved by the supervisor. In addition, students undertaking this unit will be required to write an extended critical reflection that evaluates the process of originating and developing their creative ideas.

This is a common and interdisciplinary Unit where all the Media Production class will be together to develop their individual projects. The classes are fed by both general knowledge of the vast Media Production field, understanding its wide range of studies and practices, as well as by specialized knowledge, supported by the Unit Leaders and other invited tutors from the different speciality areas and

taking into account the needs of individual projects.

ETIC Unit Leader:

Sofia Silva

Solent University Southampton Unit Leader:

Roy Hanney

WORKING IN THE CREATIVE MEDIA

This unit is devoted to the support of student work experience and to reflecting on that experience. The unit will also address the building an online presence via professional and para-professional platforms (such as LinkedIn, Facebook, Twitter and Vimeo). By the end of the unit students will have consolidated an online presence which operates as a showcase for their developing professional status, incorporates their own production work and demonstrates a burgeoning social media presence.

This a common and interdisciplinary Unit where all the students of the Top Up Year in Media Production will be together to develop professional practices in the Creative Media areas.

ETIC Unit Leader:

Tiago Senna

Solent University Southampton Unit Leader:

Russell White

PRODUCING FOR THE SOCIAL MEDIA

In this unit, students will learn to produce single camera video drama production in support of a targeted social media campaign. In addition to developing familiarity with more sophisticated production tools in terms of the single camera pre-production, production, post production and delivery phases of the production cycle, students will also address issues of platform and audience in relation to the targeted communication of ideas and messages in service of a charity, non-governmental organisation or business campaign. Students will build on their existing technical and intellectual skills and knowledge to develop an effective social media strategy for their single camera production that maximises audience engagement and interaction across a range of social media platforms. Accompanying seminars will help the students to derive strategies that can be applied to their own projects. Throughout the process tutors will monitor the various stages of production from initial verbal pitch to completed projects.

This a common and interdisciplinary Unit where all the students of the Top Up Year in Media Production will be together to develop audio-visual productions in specific contexts.

ETIC Unit Leader:

Margarida Cardoso

Solent University Southampton Unit Leader:

Roy Hanney

CONTEMPORARY PHOTOGRAPHIC PRACTICE

This is a hybrid unit that has an emphasis on technical photographic tuition in combination with an analytical investigation into the formal properties of contemporary photographic practice. The unit has a particular focus on the broad parameters of the photograph in its contemporary application, noting new technologies and post-internet influences. Consideration will be given both to the development of conceptual understanding and an investigation of a wide range of photographic resources through group and independent study of portfolios, magazines, and exhibitions. Students will undertake to produce a photographic 'series' or 'photo essay' as an exploration of their own photographic practice.

This a specific Unit for the students of the Top Up Year in Media Production/Photography.

ETIC Unit Leader:

Sofia Silva

Solent University Southampton Unit Leader:

Matthew Lea

THE STAGED PHOTOGRAPH

This is a hybrid unit that combines practical photographic tuition with an analytical investigation into the historical context of the staged image. The unit has a particular emphasis on the organisation involved in image making, focusing on pre-production planning

and image design. Consideration will be given both to the development of conceptual understanding and the investigation of a wide range of resources through group and independent study of portfolios, magazines, and exhibitions. Students will undertake a prolonged investigation into a topic or theme in the form of a prolonged investigation or photographic 'project'.

This a specific Unit for the students of the Top Up Year in Media Production/Photography.

ETIC Unit Leaders:

Fábio Cunha and Marta Sicurella

Solent University Southampton Unit Leader:

Matthew Lea

TUTORS

SOFIA SILVA

(Major Project and Contemporary Photographic Practice)
Sofia Silva (b. 1982) graduated in Photography at Instituto Politécnico de Tomar (2008) and concluded an MFA at the Glasgow School of Art in 2011, with a scholarship from Fundação Calouste Gulbenkian. She is a doctor in Sciences of Art (Faculdade de Belas-Artes, Universidade de Lisboa, 2018). Between 2011 and 2017, she lectured in Photography at Instituto Politécnico de Tomar (Historical Printing Processes, Color Management, etc.). Sofia started teaching at ETIC in 2014 (Visual Language, Project, etc.). Her work is represented in private collections, as well as in António Cachola's collection. She is founder and editor at NihilSentimental-gia and Propeller.

TIAGO SENNA

(Working in the Creative Media)

Is better known for consulting, creating and marketing products, services and content designed to help people and companies succeed in the digital world, with Internet businesses. He's a straight to the point digital thinker, with a great passion for innovation, business models, marketing, content and brand strategies. With almost two decades of experience in digital businesses, has successfully helped a lot of brands like SAPO, SIC, and MEO, to succeed. As also been the first VoD content distributor in Portuguese TV operators, representing in Portugal studios like Paramount, Warner Bros., among others, for digital distribution. Enjoys a very good wine as well as a good script or touching poetry. Curious by nature, prepared to share insights but always ready to learn more and more in order to better understand the world.

MARGARIDA CARDOSO

(Producing for the Social Media)

Born in Tomar, Portugal and grew up in Mozambique. Studied Photography, Image and Communication at the António Arroio School of Arts, Lisbon. Worked for several years in France and Portugal, as photographer and assistant director. In 1995 she started directing her own films, exploring subjects which cross her personal history experiences and prominent issues in recent Portuguese history, such as, the colonial war in Africa, the revolution, and the post-colonialism years. The documentaries "Natal 71/Christmas 71" and "Kuxa Kanema -The Birth of Cinema", and the feature films "The Murmuring Coast" and "Yvone Kane" are amongst her best known films, and all relate to her experience in colonial and post-colonial Portuguese Africa. Her films were screened and award in many festivals, such as Rotterdam, Venice and Locarno. In 2005 received one of Portugal's highest distinction – Commander of the Order of Prince Henry - for her contribution towards spreading Portuguese culture. In 2015 the Dipartimento di Studi Letterari, Linguistici e Comparati – Università degli Studi Napoli L'Orientale, created the "Cátedra Margarida Cardoso" a center of creative practice and research inspired on her works.

ANDRÉ PRÍNCIPE

(The Staged Photograph)

André Príncipe (Porto, 1976). Estudou Psicologia na Universidade do Porto e graduou-se pela Escola de Cinema de Lisboa em 2001. Expõe regularmente desde 2004. Entre as exposições individuais destacam-se: Walls no Centro Português de Fotografia (2005); Tunnels (2005),



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Smell of tiger precedes Tiger (2009) e Master and Everyone (2011) na Galeria Fernando Santos; I thought you knew where all of the elephants lie down, no Centro Cultural de Ílhavo (2010); Antena 2 na Galeria Pedro Alfacinha (2014), Non-Fiction no Centro Cultural Vila Flor (2018) e Elefante no MAAT, em Lisboa, 2018.

Realizou e co-realizou curtas e longas metragens, como Traces of a diary (com Marco Martins) que ganhou o prémio honorário do júri no Documenta Madrid 2011 e foi exibindo em vários festivais internacionais. O seu último filme, Campo de flamingos sem flamingos (Som & Fúria), teve estreia comercial em 2014.

André Príncipe é fundador e co-editor da editora de livros Pierre von Kleist. A PVK tem distribuição mundial e é presença regular em feiras de livros como NYArt Feira do Livro no MoMA PS1, Tokyo Art Book Fair e Offprint Paris.

Publicou nove livros; Tunnels, (Edições Booth-Clibborn, Londres (2005); Master and Everyone, (2010); I thought you Knew where all of the elephants lie down (2011); Perfume do Boi (2012); Smell of Tiger precedes Tiger (2012); Tokyo Diaries, com Marco Martins (2014); You're living for nothing now, Book 1,2,3, (2015) e Non-Fiction (2018) – todos editados pela PVK.

O seu trabalho está representado nas mais importantes coleções nacionais como Coleção Nacional de Fotografia, CAV – Centro Artes Visuais, Coleção Novo Banco, Fundação PLMJ.

INVITED TUTORS FOR PHOTOGRAPHY

ALEXANDRE DE MAGALHÃES

Alexandre de Magalhães (b. 1983, Porto) graduated in Photography at Instituto Politécnico de Tomar (2014), where his merit as a student was awarded. He first exhibited work in 2012 at Centro de Arte e Imagem, in Tomar. In 2016 he began his work as lecturer in Historical Processes' related units at the Photography Undergrad (IPT). Since 2017 he has also been invited to take part and teach at the Photography Course in Centro de Estudos de Arte Contemporânea - Vila Nova da Barquinha. He is currently enrolled in a PhD program at Faculdade de Belas Artes da Universidade de Lisboa.

MARTA SICURELLA

Marta Sicurella was born in Parma, Italy, in 1978. She graduated in Languages and Modern Literature at the University of Milan. In 2004, she completed the Curso Avançado de Fotografia at AR.CO., in Lisbon; during 2008 she attended the Photography Course of the Gulbenkian Creativity and Artistic Creation Program. In 2004, her project Guincho won the Pedro Miguel Frade award, from Centro de Português de Fotografia. She currently teaches at IPT. She is represented in a number of public and private collections. Currently she lives and works in Lisbon.

PAULA LOURENÇO

Paula Lourenço (b. 1982) graduated in Photography at Instituto Politécnico de Tomar (2008), where for the past years she was a lecturer in Historical Processes' related units. She has been coordinating workshops in printing processes since 2007 (Casa-estúdio Carlos Relvas; Carpe Diem – Centro de arte e pesquisa; Hélice), as well as engaging in short term photography courses for youngsters. She has also been collaborating with several artistic projects (No true magic, A Jigsaw – printing on wood with Sofia Silva and Miguel Duarte; Ampliador de Associação Fosso de Orquestra, printing on glass, etc.).

VALTER VENTURA

Valter Ventura (b. 1979) graduated in Art History from Faculdade de Letras (University of Lisbon). He finished in 2005 the Advanced Course in Photography at Ar.Co – Center for Art and Visual Communication, with the Espírito Santo Bank scholarship. Currently he teaches at the Photography Department of Instituto Politécnico

de Tomar, also collaborating with Ar.Co, Atelier de Lisboa and the Faculdade de Belas Artes (University of Lisbon). In 2008, participated (in duo with José Nuno Lamas) in the 2nd Photography Course, Creativity and Artistic Creation Programme of Calouste Gulbenkian Foundation. Between 2012 and 2014 he was responsible for the photographic department at Carpe Diem – Art and Research. Currently he's one of the resident artists at HANGAR – Art Research Center. Along with Duarte Amaral Netto, João Paulo Serafim and Rodrigo Peixoto, he founded HÉLICE – School of Photography. He's represented by KUBIKGALLERY (Oporto).

DUARTE AMARAL NETTO

Duarte Amaral Netto (b. 1976) Duarte studied photography at Ar.co from 1996 until 2000, where he won the Kodak scholarship to complete his studies in the institution, which were later continued with the participation in the first Photography Course of the Calouste Gulbenkian Foundation and the completion of the Post-Graduation in Theory of Visual Culture in 2008. Upon the successful application for the IED grant for the European Master in 2016, Duarte concluded the European Master of Fine Art Photography at IED Madrid. His first solo exhibition in 2002 with the art gallery Modulo – Centro Difusor de Arte toured the Netherlands with solo exhibitions in Nouvelles Images in Den Haag and MK Galerie in Rotterdam in 2003. In that same year, Duarte was awarded the Grand Prix du 48ème Salon de Montrouge, in Paris. Having represented Portugal in "100 photos pour l'Europe" in Paris, Duarte was also selected for several festivals and events such as the "European Night" in Arles in 2006 and Plat(t)form in Winterthur (2014). In 2012, Duarte was nominated for the 8th Edition of the BES PHOTO AWARD, with exhibitions at the Berardo Museum in Lisbon and Pinacoteca de São Paulo, Brazil. Duarte is a Photography teacher since 2003 at the Instituto Politécnico de Tomar and a founding member of HÉLICE, an advanced school of photography in Lisbon.

SCHEDULE / WORKLOAD

- Full-time.
- 2 pm to 6 pm + autonomous study.

ENTRY REQUIREMENTS FOR ETIC STUDENTS

- Completion of the relevant ETIC HND in Creative Media Production and in Art & Design with a Pass.
- English meets IELTS 6.0 in writing with a minimum of 5.5 in reading, listening and speaking or TOEFL IBT minimum 80 with a minimum of 19 in each individual component or equivalent.

OTHER CANDIDATES WHO CAN APPLY TO

A TOP UP YEAR

- Students who have completed a level 5/120 credits degree.
- Candidates who show evidence of relevant professional background and significant experience in the area they apply.
- The same English language entry requirements mentioned above are mandatory for all applicants.

Please contact ETIC's Admissions Office for further information and detailed application procedures.

APPLICATION DATES

May to September

CONTACTS

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