

MA Visual Anthropology

Programme Specification

Awarding Institution:

University of London (Interim Exit Awards made by Goldsmiths' College)

Teaching Institution: Goldsmiths, University of London

Name of Final Award and Programme Title: MA Visual Anthropology

Name of Interim Exit Award(s):

Postgraduate Certificate in Visual Anthropology

Postgraduate Diploma in Visual Anthropology

Duration of Programme: 1 year full-time or 2 years part-time

UCAS Code(s): Not applicable

HECoS Code(s): (100436) Anthropology

QAA Benchmark Group: Not applicable

FHEQ Level of Award: Level 7

Programme accredited by: Not applicable

Date Programme Specification last updated/approved: December 2020

Home Department: Anthropology

Department(s) which will also be involved in teaching part of the programme:

Not applicable

Programme overview

The MA Visual Anthropology provides a unique combination of theory and visual practice.

It leaves the definition of visual anthropology wide open and considers various arguments about this sub-field, but also looks beyond immediate disciplinary concerns to enlarge the possibilities for a visual anthropology that's not only connected with the professional concerns of anthropologists, but also adequately presents anthropologically informed representations to other audiences.

Programme entry requirements

Students will normally have a first degree (2.1) in anthropology or a cognate discipline. Non-native English-speakers will normally have to satisfy the University of London requirements of IELTS (6.5). There is no requirement of experience in film production.

Aims of the programme

This programme aims to provide specialist anthropological training in theoretical and practical aspects of visual anthropology.

What you will be expected to achieve

Students will acquire skills that will permit continuing studies in an academic environment and a suitable background for progression into the creative industries. Modules in the programme enhance expanded academic, anthropological formation as well as providing a range of practical and transferable skills relevant beyond the academy.

Students who successfully complete 60 credits and exit with the award of Postgraduate Certificate in Visual Anthropology should be:

Knowledge and understanding

Code	Learning outcome	Taught by the following module(s)
A1	in command of the literature on and history of ethnographic film and visual anthropology	All modules
A2	able to understand anthropology's changing relationship with images and the critique surrounding it	All modules
A3	able to engage with theoretical issues in the anthropology of art	AN71004B Anthropology of Art 1

Cognitive and thinking skills

Code	Learning outcome	Taught by the following module(s)
B1	able to survey and select appropriate primary and secondary sources for written work using library facilities	All modules

Subject specific skills and professional behaviours and attitudes

Code	Learning outcome	Taught by the following module(s)
C1	able to demonstrate the ability to combine practical and theoretical skills in writing as well as visual production	All modules

Code	Learning outcome	Taught by the following module(s)
C2	able to synthesise and analyse how anthropological methods and concepts assist visual practice in both conceptual and practical ways	All modules
C3	able to demonstrate the ability to make convincing use of secondary data (library-based, fieldwork-based or statistical data) to develop an argument	All modules

Transferable skills

Code	Learning outcome	Taught by the following module(s)
D1	able to collaborate with lecturers, peers, technical experts and non-practical experts	All modules
D2	able to work independently and effectively	All modules
D3	able to communicate complex ideas clearly and persuasively in written form	All modules
D4	able to write within specified word limits and to deadlines	All modules

Students who successfully complete 120 credits and exit with the award of Postgraduate Diploma in Visual Anthropology should be:

Knowledge and understanding

Code	Learning outcome	Taught by the following module(s)
A1	in command of the literature on and history of ethnographic film and visual anthropology	All modules
A2	able to understand anthropology's changing relationship with images and the critique surrounding it	All modules
A3	able to engage with theoretical issues in the anthropology of art	AN71004B Anthropology of Art 1

Cognitive and thinking skills

Code	Learning outcome	Taught by the following module(s)
B1	able to survey and select appropriate primary and secondary sources for written work using library facilities	All modules

Subject specific skills and professional behaviours and attitudes

Code	Learning outcome	Taught by the following module(s)
C1	able to demonstrate the ability to combine practical and theoretical skills in writing as well as visual production	All modules
C2	able to synthesise and analyse how anthropological methods and concepts assist visual practice in both conceptual and practical ways	All modules
C3	able to demonstrate the ability to make convincing use of secondary data (library-based, fieldwork-based or statistical data) to develop an argument	All modules

Transferable skills

Code	Learning outcome	Taught by the following module(s)
D1	able to collaborate with lecturers, peers, technical experts and non-practical experts	All modules
D2	able to work independently and effectively	All modules
D3	able to communicate complex ideas clearly and persuasively in written form	All modules
D4	able to write within specified word limits and to deadlines	All modules

For the MA Visual Anthropology to be awarded, modules to the value of at least 120 CATS and an original video project and accompanying production report (60 CATS) will have been passed. Students who successfully complete the programme, and are awarded the MA will be:

Knowledge and understanding

Code	Learning outcome	Taught by the following module(s)
A1	in command of the literature on and history of ethnographic film and visual anthropology	All modules
A2	able to understand anthropology's changing relationship with images and the critique surrounding it	All modules
A3	able to engage with theoretical issues in the anthropology of art	AN71004B Anthropology of Art 1

Cognitive and thinking skills

Code	Learning outcome	Taught by the following module(s)
B1	able to survey and select appropriate primary and secondary sources for written work using library facilities.	All modules

Subject specific skills and professional behaviours and attitudes

Code	Learning outcome	Taught by the following module(s)
C1	able to employ moving and still digital technology in the engagement of compelling anthropological issues	All modules
C2	able to produce an anthropological film, taking full responsibility for all aspects of pre-production, production and post-production	All modules
C3	able to produce work that satisfies academic and broadcast standard	All modules

Transferable skills

Code	Learning outcome	Taught by the following module(s)
D1	able to collaborate with lecturers, peers, technical experts and non-practical experts	All modules
D2	able to negotiate digital technology networks	All modules
D3	able to work independently and effectively	All modules

Code	Learning outcome	Taught by the following module(s)
D4	able to communicate complex ideas clearly and persuasively in written form	All modules
D5	able to write within specified word limits and to deadlines	All modules

How you will learn

Lectures. The compulsory and option modules use lectures of varying duration to summarise key concepts and developments in relevant debates. Students are required to read at least one set reading, which will be a common reference point for the lecture. The lecture will enable students to self - assess their comprehension, develop critical perspectives on the reading, place the reading within broader debates and the historical development of the field. The lecture will, additionally, provide a modelling of the way to summarise and critically interrogate ethnographic examples and other kinds of data. Each lecture will have a more extensive reading list which students are encouraged to explore, necessarily so if they choose to write their assignment in this area.

Seminars. The compulsory module and options modules employ seminars, of varying durations. Seminars provide students with practice in articulating their thoughts on complex theoretical texts and socio-cultural processes, and an opportunity to explore concepts in relation to examples and to test their ideas against and alongside others.

Film Screenings. Some optional modules are accompanied by film screenings and discussion groups.

Reading Groups. Some option modules are accompanied by a reading group. Close textual analysis of carefully chosen works will allow students to explore in greater depth a few key readings associated with the module and to further their collaborative learning.

Workshops. Some optional modules run student led workshops to further explore and develop ideas generated in seminars.

Consultation and feedback hours. Students are encouraged to visit lecturers outside class time to discuss ideas from the module and to plan essays.

Seminars and conferences within the Department of Anthropology as well as in other departments of the college, will complement and help enrich the students' understanding and development of ideas.

The virtual learning environment (VLE) is used to give departmental guidance and regulations, access to academic and other articles and links to websites.

How you will be assessed

Modules are assessed by a variety of methods appropriate to relevant learning outcomes, see below.

Marking criteria

Mark	Descriptor	Specific Marking Criteria
80-100%	Distinction (Outstanding/ Exceptional)	A mark in the 80s or even in the 90s will be awarded in the case of really accomplished work, demonstrating high levels of scholarship and originality, although grades in the 90s should be reserved for work deemed to be outstanding and of publishable quality.
70-79%	Distinction	A mark of 70-79% is awarded when candidates show evidence of an excellent application of appropriate knowledge, understanding and skills as specified in the module and learning outcomes. Typically this involves extensive reading and grasp of questions and their context and an exceptional degree of clarity in argument and use of evidence. Knowledge and understanding will have been presented critically with insight and independence of thought. Argument and analysis of reading will demonstrate the candidates own reasoning and be exceptionally clear, critical, well-focussed and cogent.
60-69%	Merit	A mark of 60-69% is awarded when candidates show a good application of appropriate knowledge, understanding and skills as specified in the module learning outcomes. This involves consistency and fluency in discussing and evaluating reading from a range of sources and an ability to relate this reading to the assessment tasks.
50-59%	Pass	A mark of 50-59% is awarded when there is clear evidence of a satisfactory application appropriate, knowledge, understanding and skills as specified in the module learning outcomes. Typically, this involves evidence of knowledge and understanding where there is a limited development of ideas and critical comment.
30-49%	Fail	A mark between 30-49% is awarded when there is not a satisfactory application of appropriate knowledge, understanding and skills as specified in the module learning

Mark	Descriptor	Specific Marking Criteria
		outcomes. There may be confusion and incoherence and unfocused comment on the literature.
10-29%	Bad fail	A mark between 10-29% is awarded when only some but not all of the learning outcomes specified for the module have been achieved. Typically a candidate in this position will not have satisfied the examiners that they have read and understood the essential texts of the module. Research involved in the writing of module work or the dissertation will be poorly organised and inadequately discussed.
1-9%	Very bad fail	A submission that does not even attempt to address the specified learning outcomes.
0%	Non submission or plagiarised	A categorical mark representing either the failure to submit an assessment or a mark assigned for a plagiarised assessment.

How the programme is structured

The programme structure is shown in the tables below.

Full-time mode

Module Title	Module Code	Credits	Level	Module Status	Term
Ethnographic Film and Cinema Studies	AN71032B	30	7	Compulsory	1 or 2
Directions and Diversions in Visual Anthropology	AN71041C	30	7	Compulsory	1 or 2
Anthropology of Art	AN71004B	30	7	Compulsory	1 or 2
Anthropology Video Production	AN71083A	60	7	Compulsory	1,2,3
Options to the value of 30 CATS		30	7	Compulsory	1 and/or 2

Part-time mode

Academic year of study 1

Module Title	Module Code	Credits	Level	Module Status	Term
Anthropology of Art	AN71004B	30	7	Compulsory	1 or 2

Module Title	Module Code	Credits	Level	Module Status	Term
Options to the value of 30 CATS		30	7	Compulsory	1 and/or 2
Directions and Diversions in Visual Anthropology	AN71041C	30	7	Compulsory	1 or 2

Academic year of study 2

Module Title	Module Code	Credits	Level	Module Status	Term
Ethnographic Film and Cinema Studies	AN71032B	30	7	Compulsory	1 or 2
Anthropology Video Production	AN71083A	60	7	Compulsory	1,2,3

Academic support

Support for learning and wellbeing is provided in a number of ways by departments and College support services who work collaboratively to ensure students get the right help to reach their best potential both academically and personally.

All students are allocated a Personal Tutor (one in each department for joint programmes) who has overall responsibility for their individual progress and welfare. Personal Tutors meet with their student at least twice a year either face-to-face, as part of a group and/or electronically. The first meeting normally takes place within the first few weeks of the autumn term. Personal Tutors are also available to students throughout the year of study. These meetings aim to discuss progress on modules, discussion of the academic discipline and reports from previous years if available (for continuing students). This provides an opportunity for progress, attendance and assessment marks to be reviewed and an informed discussion to take place about how to strengthen individual learning and success.

All students are also allocated a Senior Tutor to enable them to speak to an experienced academic member of staff about any issues which are negatively impacting their academic study and which are beyond the normal scope of issues handled by Programme Convenors and Personal Tutors.

Students are provided with information about learning resources, the [Library](#) and information available on [Learn.gold \(VLE\)](#) so that they have access to department/programme handbooks, programme information and support related information and guidance.

Taught sessions and lectures provide overviews of themes, which students are encouraged to complement with intensive reading for presentation and discussion with peers at seminars. Assessments build on lectures and seminars so students are expected to attend all taught sessions to build knowledge and their own understanding of their chosen discipline.

All assessed work is accompanied by some form of feedback to ensure that students' work is on the right track. It may come in a variety of forms ranging from written comments on a marked essay to oral and written feedback on developing projects and practice as they attend workshops.

Students may be referred to specialist student services by department staff or they may access support services independently. Information about support services is provided on the [Goldsmiths website](#) and for new students through new starter information and induction/Welcome Week. Any support recommendations that are made are agreed with the student and communicated to the department so that adjustments to learning and teaching are able to be implemented at a department level and students can be reassured that arrangements are in place. Opportunities are provided for students to review their support arrangements should their circumstances change. The [Disability](#) and [Wellbeing](#) Services maintain caseloads of students and provide on-going support.

The [Careers Service](#) provides central support for skills enhancement, running [The Gold Award](#) scheme and other co-curricular activities that are accredited via the Higher Education Achievement Report ([HEAR](#)).

The [Academic Skills Centre](#) works with academic departments offering bespoke academic literacy sessions. It also provides a programme of academic skills workshops and one-to-one provision for students throughout the year.

Links with employers, placement opportunities and career prospects

The programme will prepare you for practice-based careers in the commercial film and media industry and further academic and practice-based research degrees.

The requirements of a Goldsmiths degree

All taught postgraduate degrees have a minimum total value of 180 credits and involve one calendar year of full-time study. Some programmes may extend over more than one calendar year and, when this is the case, they have a higher total credit value. Programmes

are composed of individual modules, each of which has its own credit value. Part-time students normally take modules to the value of 90 credits each year. If a programme has a part-time pathway, the structure will be set out in the section “How the programme is structured” above. Normally, all modules are at level 7 of the Framework for Higher Education Qualifications.

More detailed information about the structure and requirements of a Goldsmiths degree is provided in the [Goldsmiths Qualifications and Credit Framework](#).

Modules

Modules are defined as:

- “Optional” – which can be chosen from a group of modules
- “Compulsory” – which must be taken as part of the degree

Progression

Some programmes may require students to pass specific modules prior to completion of the dissertation/major project (or equivalent). Additionally, where a programme of study extends beyond one calendar year, students may be required to pass specific modules in their first year of study before progressing to the second year. Where this is the case, these requirements will be set out in this Programme Specification.

Award of the degree

In order to graduate, students must successfully complete all modules specified for the programme, as set out within the section “How the programme is structured” above.

Classification

Final degree classification is calculated on the basis of a student’s mean average mark (based on credit value) across all modules on the programme.

Masters degrees are awarded with the following classifications:

- Distinction – 70%+
- Merit – 60-69%
- Pass – 50-59%

More detail on the [calculation of the final classification](#) is on our website.

Interim exit awards

Some programmes incorporate interim exit points of Postgraduate Certificate and/or Postgraduate Diploma, which may be awarded on the successful completion of modules to the minimum value of 60 credits or 120 credits respectively. The awards are made without classification.

When these awards are incorporated within the programme, the relevant learning outcomes and module requirements will be set out within the “What you will be expected to achieve” section above.

The above information is intended as a guide, with more detailed information available in the [Goldsmiths Academic Manual](#).

Programme-specific rules and facts

PGCert: Students who successfully complete modules to the value of 60 CATS may exit the programme with the award of a PGCert.

PGDip: Students who successfully complete modules to the value of 120 CATS may exit the programme with the award of a PGDip.

Progression Requirements: Part-time students will normally be required to have passed “Anthropology of Art”, “Anthropology of Art 2” and “Critique, Theory and Representation” before proceeding to the second year.

General programme costs

In addition to your tuition fees, you will be responsible for meeting standard costs associated with your study. Find out more information at gold.ac.uk/programme-costs.

Specific programme costs

In addition to these standard costs, you will also be expected to meet some costs which are specifically related to your programme, which are set out below:

Field Trips: Some modules will include field trips to museums or sites within the greater London area. Students are expected to cover the costs of their local transportation. On occasion, field trips may be taken to venues which charge admission, however these are always optional.

Field Work: Some students may decide to undertake fieldwork as part of their final individual project or dissertation. Students who do so are responsible for their own travel and accommodation costs.

Work Placements: Students undertaking a placement or practice-based module off-campus are responsible for their own transportation and subsistence costs while on placement.

Computer hardware and software: Students will have access to practice labs equipped with desktop Macs and editing software. If students wish to have editing software installed on a personal device/laptop this would be at their own cost.

Storage devices: Visual practice students do have to acquire some form of portable storage, normally an external hard drive. Those recommended by the Department cost between £45-65 and should be sufficient for the duration of the programme.

Equipment: Students have access to borrow equipment from the Departmental Technical Store and University Media Equipment Centre. This includes a range of filming, photography and sound recording equipment and ancillaries, appropriate to the level of work students are expected to produce as part of their programme. Students have access to equipment on a short term loan basis, subject to availability. Students are responsible for the costs of any lost or damaged equipment they borrow. Students who wish to use specialist cameras or other equipment not provided by the Department/University would have to cover rental/purchase costs at their own expense.

Materials costs: Some modules may require hard copy submission of printed visual material such as photographs. Costs not covered by the University include printing, developing, and/or mounting.

How teaching quality will be monitored

Goldsmiths employs a number of methods to ensure and enhance the quality of learning and teaching on its programmes.

Programmes and modules are formally approved against national standards and are monitored throughout the year, such as in departmental committees, a variety of student feedback mechanisms and through the completion of module evaluation questionnaires. Every programme has at least one External Examiner who reviews comments annually on the standards of awards and student achievement. External Examiner(s) attend Boards of Examiners meetings and submit an annual written report.

Modules, programmes and/or departments are also subject to annual and periodic review internally, as well as periodic external scrutiny.

Quality assurance processes aim to ensure Goldsmiths' academic provision remains current, that the procedures to maintain the standards of the awards are working effectively and the quality of the learning opportunities and information provided to students and applicants is appropriate.

Detailed information on all these procedures are published on the [Quality Office web pages](#).