

Unit Title	To Advance (Industry ii)
FHEQ Level	Five
Unit Code	DGP18202
Credit Value	15 credits
Unit Type	Subject

Learning Hours			
Staff – Student Contact Hours		Independent Study Hours	
Classes	20	Independent Study	47.5
Supervised access to resources	17.5	Preparation for Assessment	30
		Unsupervised Access to Resources	45
Total			150

Unit Description

This unit is designed to develop themes and ideas begun in the first unit “To Begin (Industry i)” and gives you an opportunity to explore in more depth aspects of the photographic industry chosen as a potential career. The unit content is indicative of level five study generally where a greater sense of independent working will be expected throughout and you will demonstrate a growing sense of an independent photographic voice.

This unit is designed to discuss the business and commercial aspects of the industry specifically relating to self-employment, self-promotion and a skill-set needed to run a successful practice. There is also an emphasis on the awareness of a client and an audience where guest speakers from advertising, editorial and image library backgrounds will help complete this as well as input from external accountants and bank managers who have experience in supporting emerging photographers. The unit will also utilise support from its professional advocates such as The Association of Photographers and the Royal Photographic Society to engage appropriate speakers.

Drawing heavily on the Cultivate and Integrate principles this unit will ask you to engage with the industry in a practical way.

The Five Principles underpin the Mindsets and Skillsets Manifesto and are the foundation upon which all course curriculum frameworks and unit specifications are based. The relevant Principles as stated below have been mapped against the Learning Outcomes relevant to each course unit and at each level (see Programme Specifications for full description of the Five Principles):

1. Cultivate / Where the individual thrives.
2. Collaborate / Where disciplines evolve.
3. Integrate / Where education engages industry.
4. Advocate / Where purpose meets practice.
5. Originate / creativity meets technology.

Unit Indicative Content

- An awareness of branding, self-promotion and physical/virtual portfolio within the industry.
- An identification of the Job-roles of specific clients and commissioners in areas such as advertising, editorial and other aspects of commercial photography.
- The need for professional social media activities as well as other online forums and approaches – this relating to industry best practice.
- A review of business literature relevant to a commercial practice.
- A clear set of guidance and support relating to developing a commercial practice as a self-employed photographer from various stakeholders and advocates.
- A complete overview of best practice in relation to image-maker's rights, Intellectual Property and working within established genres of commercial image making.
- Further Industry support for the development of a personal identity through association with organisations and advocates.

Unit Aims

To generate an informed response to a set of assessable unit elements interacting efficiently with others through a series of seminars, tutorials, workshops and masterclasses with industry professionals.

To further provide a platform for debate to broaden the student understanding of the area of the industry relating to individual professional practice.

To apply practical, analytical and self-reflective skills to a range of materials, sources and outcomes.

To demonstrate an understanding of the need to organise resources, manage workloads and meet set deadlines through effective time management

Unit Learning Outcomes

LO 1 Research/Inspiration

Analyse and interpret information gathering techniques using a wide range of sources, providing visual, contextual and industry case-study research as appropriate.

Related Principle: ORIGINATE

LO 7 Employability

Demonstrate professional transferrable and employability skills, including the ability to manage time and work to clear briefs and deadlines, respond to set goals, and communicate effectively.

Related Principle: CULTIVATE

LO 8 Professional Identity

Investigate specific professional contexts to situate your own practice

Related Principle: CULTIVATE

Learning and Teaching Methods

Lecture

Seminar

Tutorial

Guest Lectures

Industry led workshops offsite

Practical Classes and Workshops on campus and offsite

Fieldwork

External Visits

Independent Study

Directed Study

Assessment methods and tasks

Brief description of assessment methods

Presentation

Industry Focussed Report

- Summative assessment is the completion of the main unit task – typically a finished outcome together with associated elements and the completion of a digital workbook and accompanying treatments or presentations.
- Presentations to peers are usually within a small group environment where at least two tutors are present. Notes and comments are collated to produce a final grade.
- Students are notified of their grades promptly and feedback is usually via an audio file where at least two tutors contribute to feedback and feedforwards.

Assessment tasks

Weighting (%) (*one grade or multi-grade unit*)

Written Report (2500 words) that discusses and evidences a more established knowledge of the photographic industry relative to personal ambition.

80%

A verbal presentation (8 minutes) that summarises the contents of the above report illustrated with relevant materials.

20%

Indicative Assessment Criteria

Assessment criteria are the basis on which the judgment of the adequacy of the work is made. A more detailed assessment criteria will be specified in the brief.

- The ability to demonstrate an understanding of the photographic industry in terms of professional practice relevant to personal ambition in both written and verbal forms. (LO 8)
- The ability to underpin this outcome through an intermediate use of relevant visual and academic references. (LO 1)

- The completion of set-tasks, attendance at activities and guest led workshops as well as participation relating to a simulation of self-employment. (LO 7)

Essential Reading list

1. Greenberg C, Reznicki J, 2015, "The Copyright Zone: A Legal Guide For Photographers and Artists In The Digital Age", Focal Press, London
2. Kenworthy C, 2014, "The Human Freelancer: A guide to happy and honest self-employment for conscientious newcomers", Lulu Press, London
3. Parker J, 2015, "Money Smarts for Visual Artists: Accounting Secrets, Surprises and Essentials", Createspace Independent Publishing Platform
4. Piscopo M, 2017, "The Photographer's Guide to Marketing and Self-Promotion", Allworth Press, London
5. Thomas G, 2003, "Beyond the Lens", The Association of Photographers, London