



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

Learning Hours			
Staff – Student Contact Hours		Independent Study Hours	
Formal planned learning & teaching delivery (Hybrid)	20	Independent Study	47.5
Supervised access to resources on campus (Hybrid)	17.5	Preparation for Assessment	30
		Unsupervised Access to Resources (Hybrid)	45
<b>Total</b>			<b>150</b>

### 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 Skillsets and Mind-sets Manifesto:

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

We will deliver our courses using a hybrid approach - a blend of online and face to face delivery, as appropriate to the best learning & teaching methods:

Lectures - online (asynchronous delivery)

Seminars - online (mixed asynchronous and synchronous)

Tutorials - online (synchronous)

Guest Lectures - online

Studio Based Workshops and Formative Practical Tasks – individual and group

Industry led Workshops and Demonstrations

Independent Study - booked access to Physical Resources as required

Directed Study - online (synchronous)

### Hybrid delivery:

Hybrid is commonly used to describe courses in which some traditional face to face teaching has been replaced with online learning activities – for example working in the studio or on location would be done on campus whilst showing electronic work in progress to your tutor would be conducted online.

The purpose of hybrid delivery is to take advantage of the best features of both online and face to face learning to offer the best possible learning experience for you.

## 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 and you will be assessed on the content and method of delivery.
- You will be notified of your grades promptly and feedback is usually via an audio file were at least two tutors contribute to feedback and feedforward.

### Assessment tasks

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

Photographic assignment based on career ambitions submitted online.	80%
Written Report submitted online and summarised in an online presentation that discusses and evidences a more established knowledge of the photographic industry relative to personal ambition.	
An online digital workbook that supports the creation of work and research evidenced in this submission.	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 (also *Beyond the Lens lite (2019) abridged by Dunbar N, Wehman-Clarke P and Cunnick G*)