

Liverpool John Moores University

Title: PROFESSIONAL DEVELOPMENT
Status: Definitive
Code: **5503PHSH** (115224)
Version Start Date: 01-08-2011

Owning School/Faculty: Liverpool School of Art & Design
Teaching School/Faculty: Liverpool School of Art & Design

Team	Leader
Carole Potter	Y

Academic Level: FHEQ5
Credit Value: 24.00
Total Delivered Hours: 98.00
Total Learning Hours: 240
Private Study: 142

Delivery Options

Course typically offered: Standard Year Long

Component	Contact Hours
Lecture	29.000
Off Site	10.000
Practical	29.000
Seminar	10.000
Tutorial	10.000
Workshop	10.000

Grading Basis: 40 %

Assessment Details

Category	Short Description	Description	Weighting (%)	Exam Duration
Portfolio	AS1	The development of a body of research inspired portfolio images. Industry/Professional Practice Documentation and research(Workbook/Journal)	100.0	

Aims

Develop an understanding of the application and opportunities that can exist within the media and industry of photography.

Introduce a basis of contacts and sources that will allow their development on a professional level.

Continue to develop and produce imaginative, informed and an inspired body of portfolio images.

Learning Outcomes

After completing the module the student should be able to:

- 1 Appreciate and explore an understanding of the way in which their photography practice can be directed and delivered to different target audiences.
- 2 Resource themselves with a range of contacts that will allow them to develop a basis of professional level production and delivery abilities.
- 3 Formulate an industry inspired and directed body of portfolio images.

Learning Outcomes of Assessments

The assessment item list is assessed via the learning outcomes listed:

Workbook/Journal	1	2	3
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Outline Syllabus

This two semester module will use a range of lectures, workshops, presentations, visiting industry/lecturer presentations and external visits to guide and inform learners to the opportunities and application of their photography in the contemporary market place.

Using both secondary and primary techniques the learners will research and establish contacts and resource themselves with a range of industry standard directives with which they can apply their practice. This will be documented in an ongoing journal. Visiting lecturers and artists presentations will also inform learners further to how they as working professionals have applied themselves and the way in which they have achieved their successes. Communication and contact with other learners within other BA(Hons) and college courses will also enhance the learners knowledge for them to better understand some of the working methods of other individuals.

The learners, based upon their research, will produce a range of portfolio images that have been inspired by their findings, directives of their photography, and areas that have been of interest to them. The development of their professional level techniques and the production of their portfolio images will be documented within a sketch/workbook.

Learning Activities

The curriculum will include:

Exhibition/Gallery/Industry visits, visiting lecturer/industry specialist presentations,

research and documentation techniques, technical experimentation, Studio practice, location practice, Business/professional practice and presentation, Health and Safety.

References

Course Material	Book
Author	Langford, M.J.
Publishing Year	2000
Title	Basic Photography
Subtitle	
Edition	
Publisher	Focal Press
ISBN	0240515927

Course Material	Book
Author	Langford, M.J.
Publishing Year	1998
Title	Advanced Photography
Subtitle	
Edition	
Publisher	Focal Press
ISBN	0240514666

Course Material	Book
Author	Brackman, H.
Publishing Year	1995
Title	The Perfect Portfolio
Subtitle	
Edition	
Publisher	Amphoto Books
ISBN	0817454012

Course Material	Book
Author	Thomas, G. & Ibbotson, J.
Publishing Year	1996
Title	Beyond the Lens
Subtitle	Rights, Ethics & Business Practice
Edition	
Publisher	Association of Photographers
ISBN	0952351757

Course Material	Book
Author	Crawford, T.
Publishing Year	2003

Title	Starting Your Career as a Freelance Photographer
Subtitle	
Edition	
Publisher	Allworth Press
ISBN	1581152809

Course Material	Book
Author	Duboff, L.D.
Publishing Year	2002
Title	The Law (in Plain English) for Photographers
Subtitle	
Edition	
Publisher	Allworth Press
ISBN	1581152256

Course Material	Book
Author	Bureau of Freelance Photographers
Publishing Year	2008
Title	The Freelance Photographers Market Handbook
Subtitle	
Edition	
Publisher	BFP Books
ISBN	0907297552

Course Material	Book
Author	Douglas, A. & O'Neill, S.
Publishing Year	2000
Title	The Essential Work Experience Handbook
Subtitle	
Edition	
Publisher	Gill & Macmillan
ISBN	

Course Material	Book
Author	Longson, S.
Publishing Year	1998
Title	Making Work Experience Count
Subtitle	
Edition	
Publisher	How to Books
ISBN	1857032470

Notes

This module is designed to allow learners to begin developing an understanding and level of professional practice within their photography. The module will also allow

the learners the opportunity to establish various interests and directives for their photography allowing a basis and resource for the development of them as professional practitioners.

Evidence Requirements 1 x Journal/workbook, A portfolio of new work.