

## Liverpool John Moores University

Title: FREELANCE PROJECT  
Status: Definitive  
Code: **5504PHSH** (115225)  
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:** 36.00  
**Total Delivered Hours:** 143.00  
**Total Learning Hours:** 360  
**Private Study:** 217

### Delivery Options

Course typically offered: Standard Year Long

Component	Contact Hours
Lecture	14.000
Practical	86.000
Seminar	14.000
Tutorial	22.000
Workshop	7.000

**Grading Basis:** 40 %

### Assessment Details

Category	Short Description	Description	Weighting (%)	Exam Duration
Portfolio	AS1	Individual work to be submitted to 3 National Photographic Competitions.	100.0	

### Aims

*Alert the students to a national benchmark within which to judge their own photographic practice.*  
*Allow the students the freedom to develop their own individual response to an industry standard photographic brief.*

*Encourage the student to work independently towards a national photographic competition brief, documenting the process and managing the expectations.*

## **Learning Outcomes**

After completing the module the student should be able to:

- 1 Generate photographic work in response to an industry standard national assignment brief.
- 2 Appreciate freelance skills associated with project development and management.
- 3 Present any photographic submissions to their peer group, displaying documentation of the process and development of the ideas generated.
- 4 Demonstrate working in a supervised but self directed and independent manner.

## **Learning Outcomes of Assessments**

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

Enter 3 national competitions	1	2	3	4
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## **Outline Syllabus**

*This module will run over both Semester 1 & 2 of Level 2.*

*Students will be required to enter 3 separate national photographic competitions over the course of the academic year. The students will be given an assignment brief detailing a list of annual photographic competitions and their specific entry requirements. Initial presentations will detail historic assignment briefs and a range of respective award winning imagery. The details of the specific competitions should shift throughout the academic year as and when different ad-hoc competitions come on-line.*

*Students will be required to manage and organise their time effectively within the parameters of the project and documented evidence in the form of a workbook will be required to assess ideas development and problem solving skills.*

*Students will be expected to take the lead with this module and work independently but with supervision. The module is designed to test the standard of student work to a national benchmark and students will be required to present their proposed ideas to the rest of the group through a seminar presentation.*

*Time management will be the key to a successful submission of work and students will be required to document the process, including all preparatory work, test shoots etc which will be assessed along with the final competition piece submission.*

## Learning Activities

The curriculum will include:

A series of introductory lectures, proposal seminar presentations.

## References

<b>Course Material</b>	Book
<b>Author</b>	Crawford, T.
<b>Publishing Year</b>	2003
<b>Title</b>	Starting Your Career as a Freelance Photographer
<b>Subtitle</b>	
<b>Edition</b>	
<b>Publisher</b>	Allworth Press
<b>ISBN</b>	1581152809

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

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## Notes

Successes within this module can provide the programme with valuable marketing materials for future programme advertising.

Note on Indicative References:

Personal tutorials will provide recommendation of specific texts to students which will relate to their individual areas of interest.