

Liverpool John Moores University

Title: PROFESSIONAL PRACTICE
Status: Definitive
Code: **6501PHSH** (115227)
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: FHEQ6
Credit Value: 24.00
Total Delivered Hours: 97.00
Total Learning Hours: 240
Private Study: 143

Delivery Options

Course typically offered: Standard Year Long

Component	Contact Hours
Lecture	10.000
Online	10.000
Practical	19.000
Seminar	10.000
Tutorial	38.000
Workshop	10.000

Grading Basis: 40 %

Assessment Details

Category	Short Description	Description	Weighting (%)	Exam Duration
Portfolio	AS1		100.0	

Aims

Facilitate synthesis of an achievable action plan which will aid the learners' future professional practice.

Synthesise and apply constructive working methods to aid in the achievement of the individuals' goals.

Futher encourage and establish a network of industry contacts which will aid the

learners' professional practice.

Learning Outcomes

After completing the module the student should be able to:

- 1 Clearly negotiate and navigate career motivated research in the field of Photography and their professional practice.
- 2 Present and show an understanding of media within the photographic industry.
- 3 Display a critical and methodical approach to researching, organising, developing and documenting ideas through the use of a workbook / journal.

Learning Outcomes of Assessments

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

Finalised Portfolio 1 2 3

Outline Syllabus

Following the initial introduction of the module, the learners will be actively encouraged on a one to one tutorial basis to live, breath, sleep and work photography. Through a self assigned action plan, learners will explore and venture into the professional photographic industry. Establishing and maintaining contacts in the field of Art and Design is an essential element for the success of any practitioner. This module will enable and encourage learners to take control and begin establishing a network of contacts and information gathering.

Learning Activities

The curriculum will include:

Open Critique, discussion, research, portfolio building, tutorial. Professional practitioner visits, trade and artist workshop visits, image production.

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	Armphoto Books
ISBN	0817454012

Course Material	Book
Author	Thomas, G. and 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
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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	0717129527

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

Notes

Competition entries, funding applications, portfolio building, exhibition entries, professional practitioner visits, work placements, new image production, artist workshops, artist collaborations and trade show visits are examples of potential avenues in which learners can explore in order to develop a professional level practice in the field of photography and the art and design industry.

Each individual will produce a comprehensive journal/workbook documenting their progression through the path they choose to navigate. Utilising photos, emails, letters, applications, new work/image production, publications, documentation of projects or collaborations, and written proposals etc.

The learners will detail their in-depth exploration of the professional market place.

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