



Title:	The Business of Photography APPROVED
Long Title:	The Business of Photography
Module Code:	ARTS7053
Duration:	1 Semester
Credits:	5
NFQ Level:	Intermediate
Field of Study:	Visual Arts
Valid From:	Semester 1 - 2018/19 (September 2018)
Module Delivered in	1 programme(s)
Module Coordinator:	Catherine Fehily
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Module Description:	This module provides the learner with knowledge of and insight into the features and workings of the photography and video industry. It focuses particularly on the business side. It considers the profession within the contexts of the creative industries and the creative economy. It explores the entrepreneurial and business knowledge and skills that are required to work as a professional photographer and videographer.
Learning Outcomes	
<i>On successful completion of this module the learner will be able to:</i>	
LO1	critically evaluate the varying dimensions of the photography and video industry.
LO2	assess the position of the photography and video industry within the creative industries and the creative economy.
LO3	debate the dimensions of the entrepreneurial and business knowledge and skills required to work as a professional photographer and videographer.
LO4	communicate the importance of effective networking and self-promotion in the photography and video business.
LO5	discuss the dimensions and importance of business finance, accounts and tax.
Pre-requisite learning	
Incompatible Modules	
<i>These are modules which have learning outcomes that are too similar to the learning outcomes of this module. You may not earn additional credit for the same learning and therefore you may not enrol in this module if you have successfully completed any modules in the incompatible list.</i>	
No incompatible modules listed	
Co-requisite Modules	
No Co-requisite modules listed	
Requirements	
<i>This is prior learning (or a practical skill) that is mandatory before enrolment in this module is allowed. You may not enrol on this module if you have not acquired the learning specified in this section.</i>	
No requirements listed	
Co-requisites	
No Co Requisites listed	

Module Content & Assessment

Indicative Content

Professional Perspectives

The dimensions of the industry. The creative industries and the creative economy. The role of photography and video within the wider creative industries. Perspectives from professional photographers and videographers as guest lecturers

The Business of Photographic Media

The dimensions of the entrepreneurial and business knowledge and skills required to work as a professional photographer. Networking and self-promotion in the photographic media profession. Day to day business matters - business finance, accounts, tax etc.

Assessment Breakdown

%

Course Work

100.00%

Course Work

Assessment Type	Assessment Description	Outcome addressed	% of total	Assessment Date
Written Report	Reporting on and responding to the dimensions of the photographic media industry nationally and internationally within the contexts of the creative economy	1,2	60.0	Week 8
Written Report	Report identifying and discussing the entrepreneurial and business knowledge and skills required to work as a professional photographer including finance, accounts, networking and self-promotion.	3,4,5	40.0	Week 12

No End of Module Formal Examination

Reassessment Requirement

Coursework Only

This module is reassessed solely on the basis of re-submitted coursework. There is no repeat written examination.

The institute reserves the right to alter the nature and timings of assessment

Module Workload

Workload: Full Time				
<i>Workload Type</i>	<i>Workload Description</i>	<i>Hours</i>	<i>Frequency</i>	<i>Average Weekly Learner Workload</i>
Lecture	Content delivery and discussions	1.0	Every Week	1.00
Lecturer-Supervised Learning (Contact)	Seminar	1.0	Every Week	1.00
Independent & Directed Learning (Non-contact)	Research and preparation	5.0	Every Week	5.00
Total Hours				7.00
Total Weekly Learner Workload				7.00
Total Weekly Contact Hours				2.00

This module has no Part Time workload.

Module Resources

Recommended Book Resources

- Krages, B. 2017, *Legal Handbook for Photographers: The Rights and Liabilities of Making and Selling Images*, 4th edition Ed., Amherst Media [ISBN: 978-168203286]
- Piscopo, M. 2017, *The Photographer's Guide to Marketing and Self-Promotion*, 5th Edition Ed., Allworth Press; edition [ISBN: 978-162153547]
- Pritchard, L. 2012, *Setting Up a Successful Photography Business: How to be a Professional Photographer (Setting Up Guides)*, A & C Black Publishers Ltd [ISBN: 978-140812577]
- Whoitmore, T. 2016, *Photography Business: Special Tips and Techniques for Taking Amazing Pictures that Sell*, CreateSpace Independent Publishing Platform [ISBN: 978-153762883]

Supplementary Book Resources

- Chan, L and Chan, L. 2011, *Social Media Marketing for Digital Photographers*, John Wiley & Sons, Incorporated [ISBN: 9781118014127]
- Davis, H. 2015, *Achieving Your Potential As A Photographer: A Creative Companion and Workbook*, Focal Press [ISBN: 978-113882636]

This module does not have any article/paper resources

Other Resources

- Website: *A 10-Step Guide to Starting Your Own Business* , Local Enterprise Office
<https://www.localenterprise.ie/Documents -and-Publications/10-Step-Guide/>
- Website: *Starting a Business*, The Citizens Information Board
http://www.citizensinformation.ie/en/employment/types_of_employment/self_employment/setting_up_a_business_in_ireland.htm
- Website: The Irish Professional Photographers & Videographers Association (IPPVA)n/a
<https://www.irishphotographers.com>
- Website: Photo-Links Photography Directory & Photographic Portaln/a
<https://www.photo-links.eu>
- Website: Creative Irelandn/a
<https://www.creativeireland.gov.ie/en/news/creative-industries>

Module Delivered in

Programme Code	Programme	Semester	Delivery
CR_HPHNM_8	Bachelor of Arts (Honours) in Photography with New Media	4	Mandatory