



Title:	Career Futures (Photography) APPROVED
Long Title:	Career Futures (Photography)
Module Code:	MMED8031
Duration:	1 Semester
Credits:	10
NFQ Level:	Advanced
Field of Study:	Multimedia
Valid From:	Semester 2 - 2018/19 (January 2019)
Module Delivered in	1 programme(s)
Module Coordinator:	Catherine Fehily
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Module Description:	This module aims to assist the student's transition from a student identity to a professional identity. Students reflect on and develop awareness of their progress through their programme of study and on their associated self-development. The module explores the legal, moral and ethical issues most pertinent to the photography and media industries. It examines the codes of practice to which photographers work along with copyright law and intellectual property rights. Students explore potential areas of future employment and focus on preparations that will enhance employability and/or self-employment.
Learning Outcomes	
<i>On successful completion of this module the learner will be able to:</i>	
LO1	critically evaluate potential specialist areas of employment.
LO2	detail their progress through their programme of study and their associated self-development.
LO3	outline preparatory actions that will enhance employability.
LO4	debate the dimensions of legal, moral and ethical issues most pertinent to the photography and media industries and how these impact on individual practice.
LO5	critically evaluate the implications of copyright and intellectual property rights law for the photography and media industries.
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

The Photography and Media Industries

The scope and range of employment opportunities within the photography and media industries. The creative industries and the creative economy. Content is delivered by core staff and invited relevant guest speakers.

Professional Photography and the Law

The dimensions of the legal, moral and ethical issues associated with the photographic and media industries and the impact these might have on the photographer's individual approach and practice. Code of ethics issued by national and international photographic professional bodies.

Enhancing Employability

Dimensions of student identity and professional identity. The transition from the former to the latter. Awareness of individual strengths, interests and achievements as photographers. Identifying the expected professional responsibilities and work practices within the photography media profession. Developing effective strategies for applying for professional positions. Generating the necessary documentation and a portfolio/showreel of work in preparation for interviews. Self-promotion – website and use of social media. Exploration of interpersonal and intrapersonal skills development and interview skills.

Assessment Breakdown

	%
Course Work	100.00%

Course Work

Assessment Type	Assessment Description	Outcome addressed	% of total	Assessment Date
Oral Examination/Interview	Preparation of professional and promotional documentation, a portfolio and/or a showreel of work required for the potential professional placement interviews. Presentation of a career plan. Simulated Career Interview.	1,2,3	40.0	Week 6
Essay	Detailed discussion of the ethical and legal issues most pertinent to the photographic industry and a reasoned argument on how these issues might impact the student's own professional practice	4,5	30.0	Week 9
Presentation	Presentation to class of a case study showing how legal and ethical issues influence professional practice	4,5	30.0	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 discussion	3.0	Every Week	3.00
Independent & Directed Learning (Non-contact)	Research and preparation	11.0	Every Week	11.00
Total Hours				14.00
Total Weekly Learner Workload				14.00
Total Weekly Contact Hours				3.00

This module has no Part Time workload.

Module Resources

Recommended Book Resources

- Armstrong, L. and McDowell, F. 2018, *Fashioning Professionals*, Bloomsbury Academic [ISBN: 978-135000184]
- Christians, C. et al 2016, *Media Ethics: Cases and Moral Reasoning*, 10th Ed., Routledge [ISBN: 978-020589774]
- Kelly, D. 2016, *Social Media: Strategies to Mastering Your Brand - Facebook, Instagram, Twitter and Snapchat*, Independent Publishing Platform [ISBN: 978-153726803]
- Kennedy, R. and Murphy, M. 2017, *Information and Communications Technology Law in Ireland*, Clarus Press [ISBN: 9781905536962]
- Piscopo, M. 2017, *The Photographer's Guide to Marketing and Self-Promotion*, 5th Ed., Allworth Press [ISBN: 978-162153547]

Supplementary Book Resources

- Oppenheim, S. 2003, *Portfolios That Sell: Professional Techniques for Presenting and Marketing Your Photographs*, Amphoto Books [ISBN: 978-081745543]
- O'Dell, J. 2013, *Blogging for Photographers: Showcase Your Creativity & Build Your Audience*, Ilex Press [ISBN: 978-178157997]
- Lambert, P. 2013, *Data Protection Law in Ireland: Sources and Issues*, Clarus Press [ISBN: 9781905536535]
- Penprase, D. 2018, *Developing a Photographic Style: A Photowise Masterclass 2016*, RHE Media Limited [ISBN: 978-191022644]

This module does not have any article/paper resources

Other Resources

- Website: Gorry, T. 2013, *Copyright Law in Ireland-A Quick and Easy Guide to Copyright Law, Small Business Law Ireland*
<https://smallbusinesslawireland.com/copy-right-law-in-ireland-a-quick-and-easy-guide-to-copyright-law/>
- Website: *Lens Culture*
<https://www.lensculture.com/>
- Website: *Photo-Links Photography Directory & Photographic Portal*
<https://www.photo-links.eu/>
- Website: *Topical Data Protection Issues, Data Protection Commission*
<https://www.dataprotection.ie/docs/Topical-Data-Protection-Issues/1241.htm#photo-graphics>
- Website: *The Copyright Association of Ireland*
http://www.cai.ie/?page_id=11
- Website: *The Irish Professional Photographers & Videographers Association (IPPVA)*
<https://www.irishphotographers.com>
- Website: *The Press Council of Ireland Code of Practice*
<http://www.presscouncil.ie/code-of-practice>

Module Delivered in

Programme Code	Programme	Semester	Delivery
CR_HPHNM_8	Bachelor of Arts (Honours) in Photography with New Media	7	Mandatory