



MENTORING PROGRAMME

COURSE TITLE: DEVELOPING YOUR PHOTOGRAPHY AND YOUR BUSINESS

Example Programme

COURSE 1 – DEVELOPING YOUR PHOTOGRAPHY:			
Day No	Topic	Key Objective	Learning Outcomes (to be agreed as part of course)
	Initial Business Planning		
	Aims & Objectives	<ul style="list-style-type: none"> Your aim: Identifying your 'Niche' or core of your business Your objectives: developing your key areas of activity and potential income streams 	
	Your products and services	<ul style="list-style-type: none"> Identifying initial core products Identifying initial core services 	
	Target setting & goals	<ul style="list-style-type: none"> Setting key business development targets and goals Understanding SMART targets Setting quantitative targets against products & services 	
	Understanding your photography, your equipment and requirements		
	Optimising your camera and controls	<ul style="list-style-type: none"> To gain an in-depth understanding of the camera, photographic equipment and capabilities Understanding of camera controls & broad range of functions. 	
	Development of technical skills	<ul style="list-style-type: none"> To develop your technical expertise with speed-flash, both on and off camera. 	

		<ul style="list-style-type: none"> • 	
	Equipment checklist	<ul style="list-style-type: none"> • Prioritising equipment requirements and purchasing priorities for projected range of photographic work. • Recommendations for upgrading camera and lenses 	
Broadening your subject expertise 1: Landscape and Nature Photography			
	Landscape imagery and composition	<ul style="list-style-type: none"> • To learn effective composition in landscape photography • Understanding and using natural light • Developing a creative 'eye' in landscape and nature photography 	
	Making your work stand out; advanced techniques in landscape photography	<ul style="list-style-type: none"> • Setting up your camera for landscape and nature photography • To learn advanced techniques in landscape & nature photography • The commercial angle: To develop an understanding of 'what sells'. 	
	Post-Processing techniques	<ul style="list-style-type: none"> • Developing a unique style through digital processing techniques • Understanding colour & Processing in black & white 	
Broadening your subject expertise 2: People, Events & Documentary			
	Photographing People, Pets, Places & Events	<ul style="list-style-type: none"> • Setting up and using your camera for people and pet portraiture • Composition in people photography • People in context and on location 	
		<ul style="list-style-type: none"> • The decisive moment • Telling a story in documentary photography • Capturing the spirit of events 	
Broadening your subject expertise 3: Tourism & Travel			

COURSE 2 – DEVELOPING YOUR PHOTOGRAPHY BUSINESS:

Day No	Topic	Key Objective	
Developing your Business Plan			
	Review of Aims & Objectives / Products and Services and Targets	<ul style="list-style-type: none"> Review of all set at first day of Course 1. 	
	Development of Business Plan	<ul style="list-style-type: none"> Drawing up of outline Business Plan from above (for further development during Course 2) 	
	Resourcing and financing	<ul style="list-style-type: none"> Initial costs – planning the cost of setting up and running your business Setting financial targets Financing and funding your business Seeking and securing grants Developing income streams Buying office equipment & consumables and finding suppliers 	
Developing and growing your business			
	Developing your client, partner and customer base	<ul style="list-style-type: none"> Your clients – choosing, securing and keeping them Developing a client base that matches your business Networking and developing partnerships Reaching clients and customers Developing a supply network appropriate to your business 	
	Marketing your business	<ul style="list-style-type: none"> Promoting yourself and your work Identifying ways of marketing yourself and your business Building your website Cost effective ways of marketing Social networking Developing your geographical base Choosing and developing marketing material 	
	Developing you	<ul style="list-style-type: none"> Attaining qualifications / qualifying bodies CPD Learning priorities 	

Managing your Business		
Admin management	<ul style="list-style-type: none"> • Record keeping • Purchasing Stock / consumables • Managing paperwork • Image filing 	
Financial management	<ul style="list-style-type: none"> • Financial planning • HMRC Self-Assessment / Accounts • Purchase Orders & Invoicing • Recording your Income / Expenses • Monthly management accounts • Business banking 	
Work schedule and prioritisation	<ul style="list-style-type: none"> • Work programming and planning • Prioritising commitments • 	
Legal requirements of a Sole Trader	<ul style="list-style-type: none"> • Insurances • HMRC Notification • Tax Returns 	
Your premises	<ul style="list-style-type: none"> • Working from home • Renting premises • Legal and statutory requirements 	