

Academic and employability skills

- Oana Tutui - 2030036
- Lecturer: Joanna Walsh
- Module code: BMSW4001

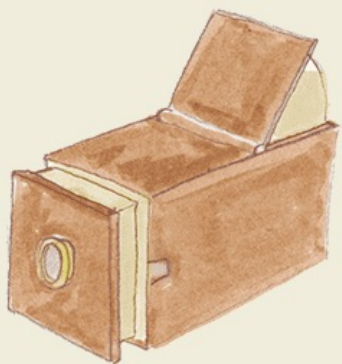


Content:

- Introduction to Photography
- Requirements in the world of work
- SWOT Analysis
- Personal development plan (PDP)
- Conclusion
- References

Introduction to Photography

- In the past, a photograph was only an image captured on film with a camera.
- A picture was seen as a means of freezing “real life.”
- In the present days a photograph can be transformed and edited in different applications, with the purpose to enhance the beauty or twist the truth.
- From the birth of the first camera obscura in 1021 until the modern days, the technology evolved significantly.



Camera Obscura is invented

1021



World's first photograph

1826



WWII helps shape a new style of photography

1939



First professional digital camera

1991

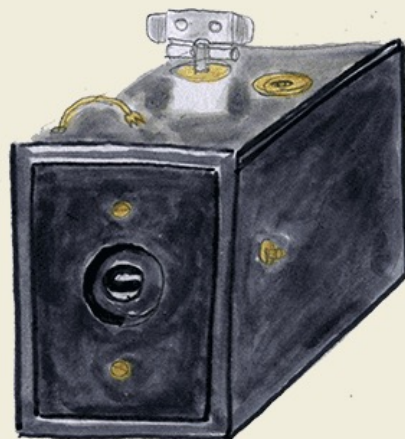
1685

First portable camera



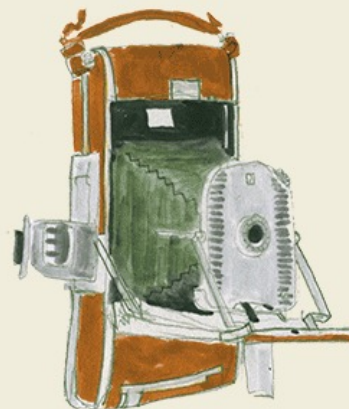
1888

Kodak sells first commercial camera



1948

Polaroid introduces instant image development



2000

First camera phone



Requirements in the world of work

- In the modern days, variable photography courses are available at colleges and universities.
- Although not all photographers have accredited diplomas, it became an important selection criteria for the employers.
- On the site uk.indeed.com, that offers various job opportunities, for someone to become a freelance photographer, experience in Lightroom and Photoshop is required.
- According to nationalcarrers.service.gov.uk, depending on the professional level, a photographer can gain an average salary of £17,250 per annum as a starter and £45,000 as an experienced one.

SWOT Analysis

Strengths

- Passion for photography
- Organized
- Creative
- Optimistic attitude

Weaknesses

- Not enough financial resources
- Lack of experience working in a photographic studio.
- Time before profit is made
- Understanding what is the essential equipment required and what is not

Opportunities

- Selling photos to local businesses, shops, newspapers and other areas
- Entering photos for competitions and selling frame prints
- Transforming a passion into a business.
- Work with different types of people

Threats

- Competition in the photography market
- Low prices on the services
- Evolution of technology that offers high quality photographs using cheaper equipment
- Marketing costs

Personal development plan

	Short-term frame What do I want to accomplish in the next three to six months?	Mid-term frame What do I want to accomplish in the next six month to two years?	Long-term frame What do I want to accomplish in the next two to three years?
Section 1 – My goals What are my overall goals and what do I want to accomplish in this period?	➤ Improve my knowledge and photograph taking within a studio.	➤ Become a professional photographer.	➤ Create a brand and open a studio. ➤ Have a vast personal portfolio.
Section 2 – Skills and knowledge to be learned What specifically do I need to learn? What project do I need to work on?	➤ Discover technical details about photographic gear. ➤ Learn to use Adobe Photoshop, Adobe Lightroom.	➤ How to use lightning and natural light to create photographic advantages.	➤ Master Photoshop and Lightroom to achieve the highest level of photographic artistic alteration.

	Short-term frame	Mid-term frame	Long-term frame
	What do I want to accomplish in the next three to six months?	What do I want to accomplish in the next six month to two years?	What do I want to accomplish in the next two to three years?
Section 3 – Next steps How am I going to acquire the skills and knowledge? How am I going to do this project?	➤ Look online for photography courses.	➤ Choose an area of photography I want to pursue. ➤ Start a photography course.	➤ Finish successfully a photography course.
Section 4 – Resources What resources do I need?	➤ Save money in order to buy the necessary equipment.	➤ Buy a professional camera with all the accessories needed. ➤ Purchase needed photography editing software.	➤ Rent a place, in the idea of making it a studio.

	Short-term frame	Mid-term frame	Long-term frame
	What do I want to accomplish in the next three to six months?	What do I want to accomplish in the next six month to two years?	What do I want to accomplish in the next two to three years?
Section 5 – Time Schedule What is my time schedule?	Designate one hour a day to focus on the basics of photography.	Start photography weekend courses, in addition to the currently allocated time.	Assign, in an incremental fashion, time to develop own part time photographic business.
When will I start?	September 2021	February 2022	February 2023
When I expect to finish?	February 2022	February 2024	February 2025 (turn into full time business)

Conclusion

- Starting a profession with passion cannot be anything else than a recipe for success.
- While the photography market it is already saturated by experienced individuals, bringing new ideas it is always welcome.



References

- Liz Masoner (01/03/2019) A brief history of photography, Available at : [Thesprucecrafts.com](https://thesprucecrafts.com) (Accessed: 03/08/2021)
- Duke University, Writing about photography, Available at : <https://twp.duke.edu/sites/twp.duke.edu/files/file-attachments/photography.original.pdf>, (Accessed 04/08/2021)
- Luke Baker Photography (2021) Freelance Photographer, Available at: uk.indeed.com (Accessed: 09/08/2021)
- GOV.UK (2021) National Careers service, Available at: <https://nationalcareers.service.gov.uk/job-profiles/photographer>, (Accessed: 04/08/2021)
- UWTSD, Personal development plan, Available at : <http://www.hr.ucdavis.edu/sdps/forms/IDP%20Final%2010.14.11.pdf> (Accessed: 04/08/2021)