

BMSW4001

Based on your intended career, prepare a PowerPoint presentation of 5-10 slides which you will use to help you analyse your academic and employability skills, also referring to published literature.

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Module: Academic and Employability Skills

Photographer Duties & Roles

- ▶ Finding customers and try to adapt to their requirements and needs.
- ▶ Producing photography in miscellaneous techniques including printed/digital media.
- ▶ To convey final product to varied sources including internal and external customers, media, graphic designers, and corporate communications.
- ▶ After each shooting photographer is required to work on post production of particular shots.
- ▶ To advertise work within clients and community.
- ▶ Possession of required, quality equipment.

The skills of a good photographer

- ▶ **Communication skills:** Outstanding speaking and listening skills.
- ▶ **Interpersonal skills:** Collaborating and working well together with others, constructing feedback, mentoring team members, public speaking and presentation skills.
- ▶ **Artistic ability:** creativity and an eye for detail.
- ▶ **Technical photography skills**
- ▶ **Patience and concentration**
- ▶ **Self-Confidence**
- ▶ **Digitally literate and excitement by technology**
- ▶ **Being numerate with self-organisation and time management skills**

In order to be a good photographer I am keen to improve skills such as:

- ▶ Excellent communication attitude
- ▶ Emotional intelligence, knowing time for showing empathy
- ▶ Conscious listening
- ▶ Authentic curiosity in other people and their needs
- ▶ Capability to encourage others
- ▶ Self confidence

In order to run my own photography business I would like to gain the following skills:

- ▶ Leadership skills
- ▶ Good work organization
- ▶ A good handle on technology
- ▶ A constructive attitude, even when anxious and stressed
- ▶ Powerful, convincing organisation skills
- ▶ Strong point to set priorities
- ▶ Effective marketing skills

As a business owner I would be delightful to offer:

- ▶ Confidence and great sense of humor to make my customers feel comfortable and confident during collaboration
- ▶ Being able to form a strong, convincing argument for why customer may choose my services and to make them come back again
- ▶ To work effectively with customers and on my own, to deliver high quality, expected results
- ▶ Flexibility and adaptation to customers needs and wants

Conclusion

- ▶ *"Photography is a way of feeling, of touching, of loving. What you have caught on film is captured forever... It remembers little things, long after you have forgotten everything."*

– Aaron Siskind

References:

- ▶ Corporate Finance Institute (2021) Interpersonal Skills - List, Examples & What You Need To Know. [ONLINE] Available at: <https://corporatefinanceinstitute.com/resources/careers/soft-skills/interpersonal-skills>
- ▶ Forbes (2013) Jacquelyn Smith - The 20 People Skills You Need To Succeed At Work
- ▶ Pritchard, L. (2017) Running a Successful Photography Business. 1st ed. London: Routledge
- ▶ The Balance Careers (2021) Photographer Job Description: Salary, Skills & More. [ONLINE] Available at: <https://www.thebalancecareers.com/photographer>