

**iOP** INSTITUTE OF  
PHOTOGRAPHY

# 2018

prospectus

INSPIRATION CREATIVE **DEVELOPMENT** GROWTH STYLE **SKILLS** LEARNING  
CAPTURE OPPORTUNITY FOCUS ENABLE ENROL **EXPLORE**



A silhouette of a person standing on a beach at sunset. The person is facing right, looking out at the ocean. The sky is filled with colorful clouds in shades of orange, yellow, and blue. Several birds are flying in the sky. The word "develop" is overlaid in large white letters, with the letter "o" being a solid orange circle. The scene is reflected in the wet sand of the beach.

develop

# Welcome to the IOP<sup>®</sup> 2018 Prospectus.

As the leading provider of online photography courses in the UK, we can help you to achieve whatever photography goals you have.

We use an interactive and tutor-based approach so that each student has a personalised experience, no matter what his or her level of experience.

IOP specialise in making difficult concepts easy – we know photography can be challenging and we know how to simplify the more challenging aspects.

This means you can concentrate on becoming the photographer you have always wanted to be.

A silhouette of a person holding a camera up to their eye, capturing a sunset. The sun is low on the horizon, creating a bright, golden glow and lens flare. The camera's LCD screen shows a preview of the sunset scene. The word "focus" is overlaid in the center of the image in a white, sans-serif font, with the letter "o" highlighted in blue.

focus

# Contents

- 03** Welcome
- 06** Why IOP?
- 08** Accreditation
- 09** FAQs
- 11** Diploma in Photography
- 12** Advanced Diploma in Photography
- 14** Diploma in Street Photography
- 15** Foundation in Lightroom
- 16** Diploma in Wedding Photography
- 17** Advanced Diploma in Wedding Photography
- 19** Photography Coaching Experience
- 21** Easy Ways to Pay
- 22** Tutor Support
- 23** Student Story
- 25** Contact Us

# Why IOP?

The Institute of Photography (or IOP) was founded by photography and online course experts to help people increase their skills in their own time and from the comfort of their own home.

We don't believe that you have to sit in a classroom to take part in valuable learning and the internet has made online learning a viable option for everyone.

1

## accredited

IOP is a CPD accredited provider and our courses have been approved for CPD certification purposes.

This means that you (and your potential employer) can feel confident that your IOP course has independent recognition.

2

## expert advice

IOP are with you every step of the way. Your tutor is on hand to give you daily support and coaching so you can really see your skills as a photographer grow and develop.

3

## live support

Every student has access to 2 hours of live tutor chat every week as well as constant tutor support available at other times.

4

## lively student community

Discuss your course with fellow students, give and receive feedback, rate each others' work, share hints and tips or just chat and make new friends in our lively student forum.

5

### **practical assignments**

Our Diploma courses include carefully designed assignments and what's more, a tutor will give you useful feedback on your results.

6

### **complete in your own time**

You'll have an unlimited amount of time to complete your course, making it a great solution to developing your photography skills while managing a busy work or home life.

7

### **lifetime membership**

When you complete one of our courses, you become a member for life and receive benefits including: regular updates and special offers, lifetime access to the course and access to the IOP forums\*.

8

### **top rated courses**

Not only have we been trusted by over 20,000 students, we've been given an Excellent rating of 9.3 on Trust Pilot and awarded 5 stars.

9

### **designed by industry experts**

All of our courses have been written by an industry recognised expert who has been de-mystifying digital photography for over 20 years in magazines and online.

10

### **portfolio**

With more online photography courses than any other provider, you have plenty of options when you finish your first IOP course. Want to become a wedding photographer or learn about lighting? We have a course for that.



## Accreditation

The CPD certification service is an independent accreditation body, which reviews course content and providers to ensure quality course provision.

IOP is a CPD accredited provider and our courses have been approved for CPD certification purposes.

This means that you (and your potential employer) can feel confident that your IOP course has independent recognition.

If your employer is one of the thousands of companies who use the CPD points system, then an IOP course will go towards your continuing personal development.

Your IOP certificate will have a CPD accredited logo which furthers your potential employability and enhances your CV.

Independent accreditation from a well-known certification service gives you the confidence that all of the courses in the IOP portfolio are high quality.

# FAQs

## What camera do I need for your courses?

Any camera is absolutely fine as long as it allows you to control the manual settings like aperture and shutter speed. Most basic compacts have that functionality these days. You may find that you want to upgrade to a digital SLR later but this is not a requirement for the course.

## Can I study from anywhere in the world?

Yes, as long as you have an internet connection, you can access the course. We have students from Bahrain to Brunei on the course and everywhere in between!

## Do I have to spend time in the classroom?

No, these are online courses and have been designed to be flexible for home learning. You can complete the course in your own time and fit your learning around other commitments, while still enhancing your photography knowledge.

Find all our FAQs on the website: [www.institute-of-photography.com/faqs/](http://www.institute-of-photography.com/faqs/)

## Do I need an expensive camera and lots of equipment?

As long as your camera allows you control over the manual settings, it will be fine for any of our courses. Most compacts have that functionality these days although many of our students find a digital SLR gives them more flexibility.

## Is there a time limit to complete?

No – IOP offer one of the most generous course completion timeframes on the market. You have unlimited time to complete the course which is far superior to the usual industry standard of 6 months. You must log in to the course platform at least once every 12 months to keep your account active, but this is our only stipulation.



iOP<sup>®</sup>

# courses



“Thank you for enabling me to become a photographer! I have already mentioned this website to one of my friends. I’ve thoroughly enjoyed this course.”

Laquita Williamson – 13 Nov 2015

# Diploma in Photography

## Beginners to intermediate

The comprehensive Diploma in Photography Course includes everything in the Foundation course plus modules on everything from composition and lighting to landscape and black and white photography.

This course will increase your confidence as a photographer and improve your skills. Includes over 70 modules comprising in-depth and easy to follow content with 14 unit tests and 13 practice assignments.

- Includes over 70 modules giving you essential knowledge
- 13 Practice Assignments
- Membership of the IOP Camera Club forums
- Live chat for immediate help and advice
- 2 hours of dedicated tutor chat every week
- Eligibility for NUS Extra card with ££s savings
- Complete online at your own pace
- Diploma in Photography pdf certificate

*Pay by interest free instalments*

**£350**

# Advanced Diploma in Photography

## Beginners to intermediate

The Advanced Diploma in Photography has the same first 63 modules as the Diploma but also includes a very in-depth and bespoke feedback section where you can submit your photos for expert advice.

This course is designed for all levels of photographers who want to enhance their photography and composition skills as well as learn about image editing.

- Includes over 70 modules giving you essential knowledge
- 13 Practice Assignments & 5 Marked Assignments
- Membership of the IOP Camera Club forums
- Live chat for immediate help and advice
- 2 hours of dedicated tutor chat every week
- Eligibility for NUS Extra card with ££s savings
- Complete online at your own pace
- Advanced Diploma in Photography pdf certificate

*Pay by interest free instalments*



# 98%

of graduates say that the tutor feedback significantly improved their photography.





# Diploma in Street Photography

## Beginner to advanced

It is truly inspirational and empowering to understand the fundamentals of street photography and this course gives you the potential to develop an outstanding portfolio to be proud of. As well as the in-depth and detailed content, this course helps you work towards producing a portfolio of shots which are tutor assessed at the end.

- Over 25 modules
- 8 in-depth practice assignments with tutor feedback
- Formally marked assignment on creating a portfolio with feedback from Course Director
- Membership of the IOP® Camera Club forums for help, support and feedback
- 2 hours of dedicated tutor chat every week
- Eligibility for NUS Extra card with ££s savings
- Unlimited time to complete the course\*\*
- Diploma in Street Photography PDF certificate on completion

**£250**

"I liked the way the modules were not too long and was broken up into pieces. I found all the little tips and tricks really helpful."

Chris Brown – 10 November 2015

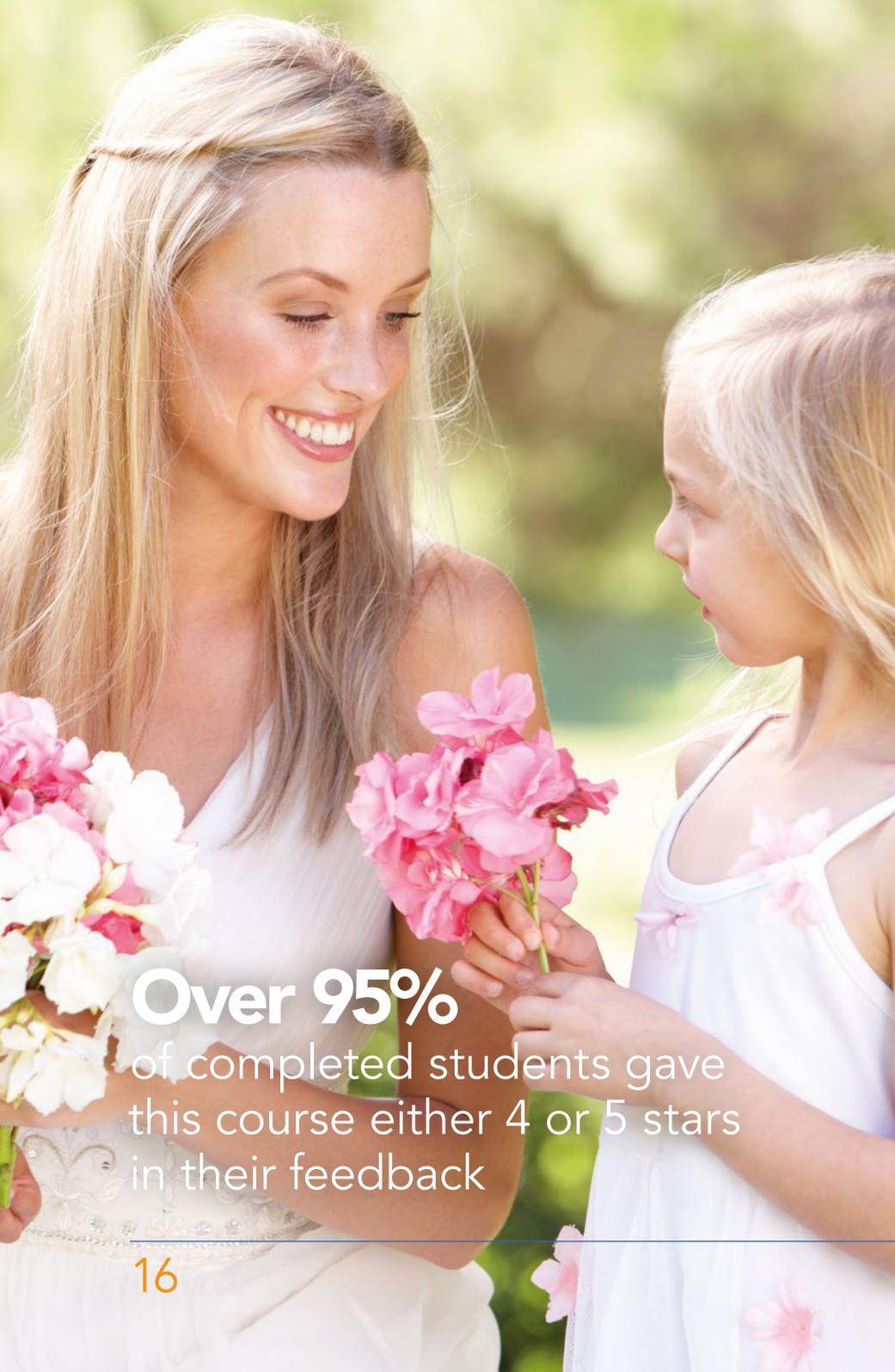
# Foundation in Lightroom

## Beginners to intermediate

The ultimate image editing crash course using Lightroom. We will get you up to speed with the capabilities of Lightroom faster than you ever thought possible. Turn your photos from ordinary to extraordinary.

- Detailed and comprehensive units laid out in an easy to understand video format
- 2 hours of tutor chat every week to discuss any challenges you are facing
- Dedicated forum and forum tutor who gives feedback on Practice Assignments
- Eligibility for an NUS extra card giving huge savings on a variety of products and services
- Membership of the IOP® Camera Club forums for help, support and feedback
- An official IOP® certificate on completion\*
- Unlimited time to complete the course\*\* so you can fit your study around your life
- Complete at your own pace from anywhere in the world

£120



**Over 95%**  
of completed students gave  
this course either 4 or 5 stars  
in their feedback

16

# Diploma in Wedding Photography

## Intermediate to advanced

The most comprehensive online wedding photography course online today.

25 in-depth units cover everything you need to know about becoming a professional wedding photographer. The dedicated technical section focuses in detail on the technical skills you need at each part of the wedding day from the bride getting ready to the reception.

- 5 in-depth units
- 24 Practice Assignments & 23 tests
- 6 highly detailed technical units
- Membership of the IOP Camera Club forums
- 2 hours of group tutor chat every week
- 60 minutes of private tutor chat
- Eligibility for NUS Extra card with ££s savings
- Diploma in Wedding Photography pdf certificate
- FREE one year membership to the IOPWP

*Pay by interest free instalments*

**£450**



# Advanced Diploma in Wedding Photography

## Beginners to intermediate

Designed for those who have already passed our Diploma in Wedding Photography course, there are 7 assignments where a tutor will look at the wedding photos you supply and will give you in-depth feedback and advice.

On passing this course, you will receive a certificate, which states:

*"In order to receive this certificate, the photographer has shown significant competency in the following areas;*

- Wedding portraiture
- Formal group portraits
- Reportage photography
- Image manipulation

*"The photographer must also submit a portfolio of work for assessment by an IOP wedding expert.*

*"This certificate is awarded to students who, in the opinion of IOP experts, have sufficient skills to create wedding photography to a professional standard."*

*Pay by interest free instalments*

**£550**



# Photography Coaching Experience

## Beginners to advanced

The ultimate Photography Coaching Experience from the IOP. Receive bespoke coaching through a 9-step teaching process, with advice and help that is specifically tailored to your needs.

This course is ideal for those who want to generally improve their photography and also for those people who want to take a specific type of photo.

If you want to take the perfect product photo or even something really specific like night landscapes or animal portraits, we can give you the coaching you need to get the results you want.

- 8 in-depth photo critiques
- 7 assignments tailored specifically to your needs
- Choose a specific skill or overall improvement
- Membership of the IOP Camera Club forums
- Live chat for immediate help and advice
- 2 hours of dedicated, 1-2-1 tutor chat

£950



grow

# Easy ways to pay

We offer interest-free instalment plans for some of our courses to make payment easier for our students.

Each payment is broken down over 10 months to make our leading photography courses accessible to everyone.

Each payment is automatically debited on the same day each month.

- **Advanced Diploma in Photography**  
£42 per month for 10 months
- **Diploma in Photography**  
£32 per month for 10 months
- **Diploma in Wedding Photography**  
£45 per month for 10 months
- **Advanced Diploma in Wedding Photography**  
£55 per month for 10 months



# Tutor Support

## Help and advice for every student

At IOP we're with you every step of the way on your photography journey. Photography is our passion. It's all we do and we love helping people improve their photography skills.

Our tutors are on hand to give you support & coaching so you can see your skills as a photographer grow & develop.

With regular assignment feedback, tutor chat sessions and forum interaction, we provide an enriched and rewarding online learning experience.

We are the only online photography course provider in the UK that offers such in-depth feedback on your images given by a real photography expert.

- Regular feedback given on practice assignments
- Regular coaching on photography and
- Regular coaching on image editing techniques
- Feedback and critique
- IOP Camera Club offers a place to share ideas
- Weekly live chats with your tutor
- Private tutor chats

# Student Story

IOP student Phil Jones tells us a bit about himself and his thoughts on the Advanced Diploma in Photography course.



## Tell us about yourself Phil....

"I am really a self taught photographer and have had an interest in photography since I was a youngster, but most of my life has been spent on a rugby pitch. I knew that I would be unable to play forever and I knew I would need something to fill the big hole that would be left in my life when I stopped playing. Photography was the answer and I decided to do the IOP course and see how much I didn't know.

My real passion lies with Wildlife and my love for the Lake District still inspires me to do landscape work in the mountains. In the summer months, you will find me looking for low level flying Military aircraft.

## Did you enjoy the course?

"From the moment I signed up to the IOP course, I couldn't leave it alone. Every available spare moment was used to do an assignment and many times I have looked at the clock to find it was 1am! I became thoroughly immersed in the course.

The feedback from the tutor was superb. It was balanced, professional, advisory, complimentary and critical where needed.

I attend the students "Online Chat" every Wednesday at 8pm on the course platform and I would encourage all the students to do the same. You will learn things and you will be able to communicate with photographers of all ages and experience, ask questions and perhaps provide answers too. You may even make new friends while learning lots about photography.



enroll

# Contact

You are welcome to contact us with any queries you may have.

Send us an email using the address below and we will respond within 24 hours.

## EMAIL SUPPORT

We respond to emails very quickly and try to respond out of hours if something needs immediate attention.

The best way to contact us is by emailing [admin@institute-of-photography.com](mailto:admin@institute-of-photography.com)

## TELEPHONE SUPPORT:

You can call our dedicated team for an immediate response to any enquiry, including technical help or queries about the course.

Call us on: **0345 548 1125**

 IoPOnline  @InstPhotography

# Opening Hours

You can do your course 24/7, 365 days a year.

Our office is open Monday to Friday, 9am – 4pm.

Technical support is available at weekends in emergencies.

You can call our dedicated team for an immediate response to any enquiry, including technical help or queries about the course.



[www.institute-of-photography.com](http://www.institute-of-photography.com)

 IoPOnline  @InstPhotography

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