

**iOIP** INSTITUTE OF  
PHOTOGRAPHY

# 2019

prospectus

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





## Welcome to the IOP<sup>®</sup> 2019 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 their level of experience.

IOP specialise in making difficult concepts simple. We know photography can be challenging. Our innovative learning system takes you step-by-step through increasingly more challenging concepts so that you learn at a comfortable and rewarding pace.

We can help you to take the wonderful photos that you dream of achieving. Everyone has the potential to become a great photographer.

**More Tutor  
Support than  
Any Other Online  
Photography  
Course!**



# focus

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# 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.

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\*.

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 busy Facebook group.

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

## Which Course is Right For Me?

Whatever your skill level, from complete beginners to aspiring professionals, we have an online photography course for you.

### Diploma in Photography

£35/month or £350

- Perfect for Complete Beginners
- No Photography Knowledge Needed
- 110+ In-Depth and Detailed Modules
- 11 Marked Assignments with Feedback
- 2 Hours of Video Training. Whatever Your Skill Level, From Complete Beginners to Aspiring Professionals, We Have an Online Photography Course For You.

#### Both Courses Include:

- Tutor Support and Advice
- 2 Hours of Weekly Live Chat
- Cpd Accreditation
- 2 Certificates (IOP & CPD)
- Monthly Tutor Projects
- Flexible Learning
- Study From Home, at Your Own Pace

### Advanced Diploma in Photography

£45/month or £450

- Most In-Depth and Career Development
- All Skill Levels – Beginner to Advanced
- 180+ In-Depth and Detailed Modules
- 16 Marked Assignments with Feedback
- 20+ Hours of Video Training
- Detailed Course Director Feedback
- More Tutor Support Than Any Other Course
- In-Depth Lighting and Flash Modules
- Extensive Adobe Lightroom Training
- Career Development Units

Perfect for  
complete  
beginners

"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

## Beginner to Intermediate

The comprehensive Diploma in Photography Online Course includes over 110 modules on everything digital photography, from composition and lighting to landscape and black and white photography.

This course will increase your confidence as a photographer and improve your skills. This online photography course includes over 110 modules comprising in-depth and easy to follow content with 14 unit tests and 13 practice assignments.

- Over 110 Modules Giving You the Essential Photography Knowledge in Easy to Manage Sections
- CPD Certified (55 Hours)
- 13 Practice Assignments with Constructive Tutor Feedback on 11 Assignments
- Tutor Projects, Including Feedback on Your Photos
- Adobe Lightroom Taster Course
- Membership of the IOP Camera Club Forums for Help, Support and Feedback
- Live Chat for Immediate Help and Advice
- 2 Hours Of Dedicated Tutor Chat Every Week
- Unlimited Time to Complete the Course\*\* and Flexible to You.
- Start When You Like, Take a Break When it Suits and Complete In Your Own Time.
- 2 Certificates
  - Diploma In Photography PDF Certificate on Completion
  - Official CPD Certificate (Provided Within 60 Days of Completion)

£350

Our most in-depth course, perfect for career development



98% of graduates say that the tutor feedback significantly improved their photography.

## Advanced Diploma in Photography

### Beginners to intermediate

The Advanced Diploma in Photography Online Photography Course has the same first 100+ modules as the Diploma in Photography but also includes extra sections on more in-depth photography topics, plus a very in-depth and bespoke feedback section where you can submit your photos for expert advice.

This online photography course has around twice as much tutor feedback as the Diploma in Photography, making it our most comprehensive and tutor-led course.

£450

- Over 180+ Modules Plus In-Depth Tutor Feedback Section
- CPD Certified (80 Hours)
- 13 Practice Assignments with Constructive Tutor Feedback on 11 Assignments
- An Extra 5 Formal Assignments with the Course Director Tim McCann Spending Around 7 Hours Assessing and Giving Bespoke and Detailed Feedback on 7 of Your Photographs
- 20 Hours of Video Content
- Weekly and Monthly Tutor Projects Including Feedback on Your Photos
- Free Adobe Lightroom Course Worth £150
- Free Flash Lighting Course Worth £200
- Membership of the IOP Camera Club Facebook Group for Help, Support and Feedback
- Live Chat for Immediate Help and Advice
- 2 Hours of Dedicated Tutor Chat Every Week
- The Most Interactive Photography Course Available
- Unlimited Time to Complete the Course\*\*
- Start When You Like, Take a Break When it Suits and Complete in Your Own Time.
- 2 Certificates
  - Advanced Diploma In Photography PDF Certificate on Completion
  - Official CPD Certificate (Provided Within 60 Days of Completion)

*Pay by Interest Free Instalments*



# Diploma in Street Photography

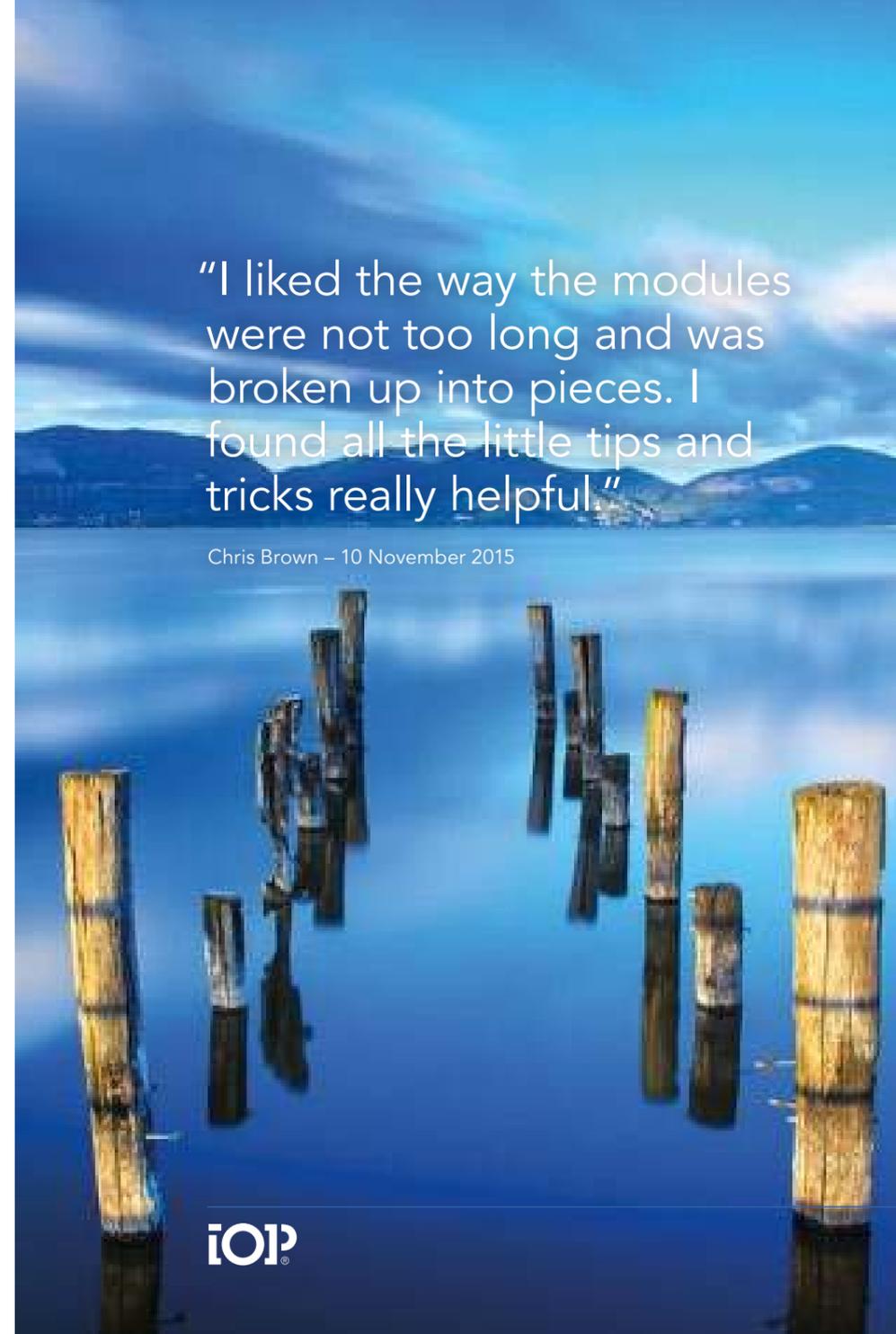
## Beginner to advanced

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
- Includes Free Flash Lighting Course and Extensive Adobe Lightroom Training
- Unlimited Time to Complete The Course\*\*
- Diploma in Street Photography PDF Certificate on Completion

£250

\*\*You must log in at least once a year to keep your account active



"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



# Diploma in Advanced Lightroom Editing

## Beginner to Intermediate

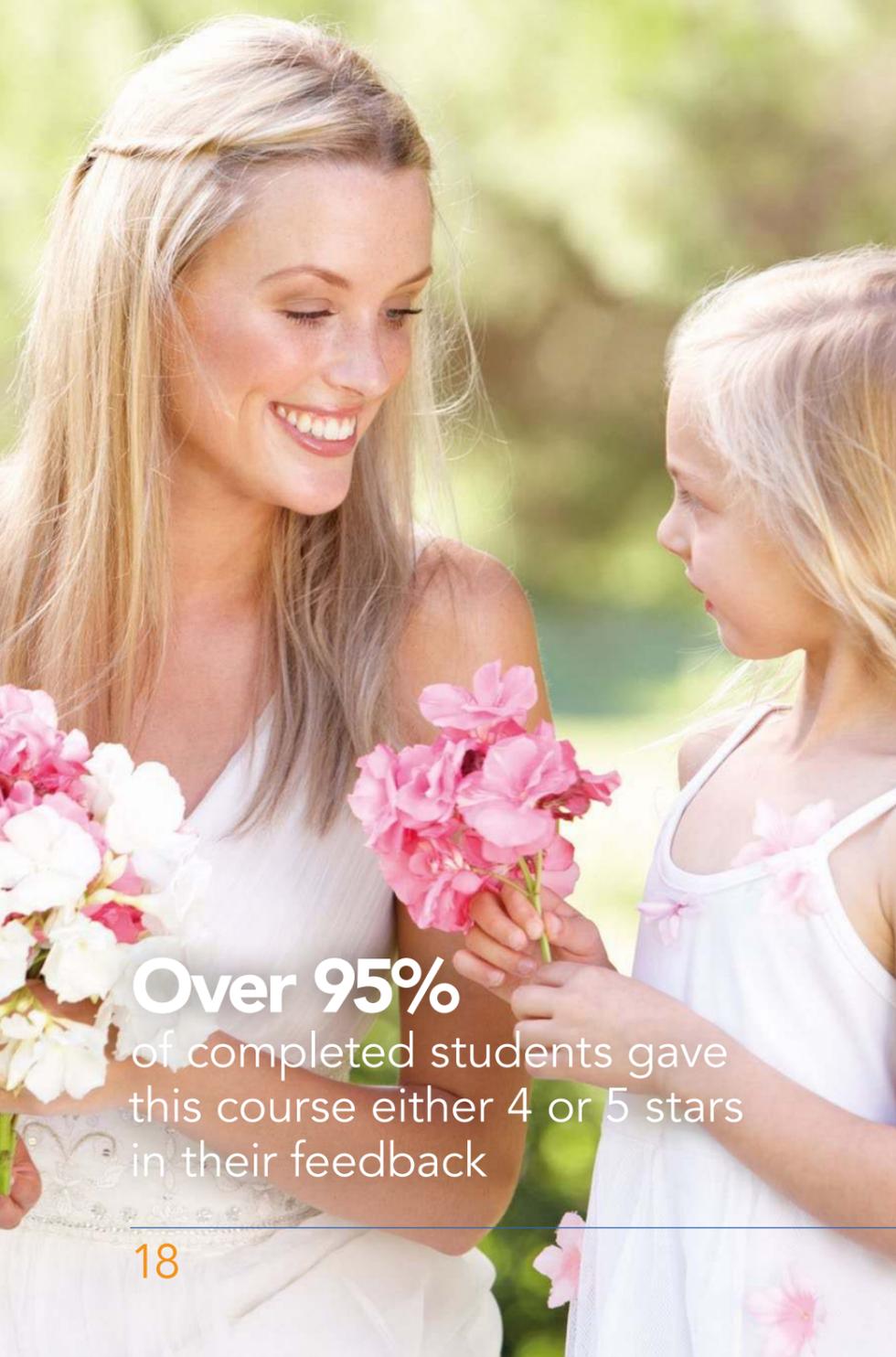
The ultimate advanced Lightroom image editing course with 65 comprehensive units on using the powerful image processing capability of Lightroom.

In this course, we take more complex editing concepts and apply them so that you can transform your images in a subtle and considered way.

- 65 In-Depth Units Giving You the Essential Image Editing Techniques in Easy To Manage Chunks
- Over 11 Hours of In-Depth Tutorials
- Raw Files to Edit Alongside Your Tutor
- Covering Advanced Editing Topics
- Live Chat for Immediate Help and Advice
- 2 Hours of Dedicated Tutor Chat Every Week
- Unlimited Time to Complete the Course\*
- Diploma in Advanced Lightroom Editing (PDF Certificate)

£150

\*IOP are not affiliated with or endorsed by Adobe. Lightroom software not included  
\*\*You must log in at least once a year to keep your account active



# 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 and 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
- 20 Hours of In-Depth Lightroom and Flash Lighting Videos
- Diploma in Wedding Photography PDF Certificate
- Free One Year Membership to the IOPWP

*Pay by Interest Free Instalments*

**£450**

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



# 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**



## 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**  
£45 per Month for 10 Months
- **Diploma in Photography**  
£35 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
- **Diploma In Street Photography**  
£25 per Month for 10 Months



# Support

## Tutor Support

### What Makes IOP Different?

IOP offer more Tutor Support than any other provider of online photography courses. Every IOP student has their own personal Tutor who can help with coursework and any photography queries that you might have.

Whether you are struggling with shutter speed, having problems with portraits or need advice on low light photography, your Tutor will be there to help.

### Why is Tutor Support Important?

It's a question we are often asked and one which is easy for us to answer. If you don't receive 1-2-1 Tutor Support and mentorship, it's not a real course but simply a set of videos or text.

We aren't offering our students a flat experience with no interaction. We are offering a real course experience, with true interaction and mentorship.

### Which Course Should I Choose?

The Diploma in Photography has 11 marked assignments giving you detailed and invaluable feedback on your photography, meaning a fast improvement on your techniques.

The Advanced Diploma in Photography offers even more Tutor Feedback and interaction and is our most interactive course with 16 marked assignments.

### Real Advice & Help

We look at YOUR photos and give you real advice on your work with detailed instructions on how to improve. This is a true course experience, not a photography book online or a set of videos.

The experience of an IOP course goes beyond even 1-2-1 interaction in a classroom where you need to compete with many other students to be heard. We look at your work, listen to your concerns and help you to improve during dedicated feedback.

### Extra Tutor Support

As well as all this, your Tutor will be on hand to guide you whenever you need advice. If you have an event coming up and need advice on shooting it successfully, you can get in touch with your Tutor and they will help you. Perhaps you need to take a family portrait. Get in touch with your Tutor and they will advise you on the best settings for your situation. Whatever your learning needs, we can help you.

We also offer Tutor Feedback drop-in sessions where your Tutor will be live on the Course Platform for two hours every week, available to answer any questions you have on the course or photography in general.

This is what makes IOP stand out from the crowd and why we have been rated 5 stars on Trust Pilot.

**Enrol on an IOP Online Photography Course now – a real course designed for real people offering real support from real Tutors.**



# stories

## 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)

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