

iOP INSTITUTE OF
PHOTOGRAPHY

2020

prospectus

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





Welcome to the IOP[®] 2020 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 expertise.

IOP specialises in making challenging 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.



online

Learning Photography Online

How can you learn photography online? Surely you need to be up, off your seat and out with your camera to make any real progress?

Well, yes, practice is an integral part of the IOP online learning experience which is why we offer more Tutor support than any other online course available.

Perhaps a good place to start is in thinking about what makes an actual course of learning. Is it a series of videos or podcasts? Is it lots of text to read through? These things can make up online learning, but our ethos here at IOP is, if it doesn't offer bespoke feedback on your photography, it's not a photography course.

Each unit will ask you to complete some straightforward tasks:

- Read some learning materials
- Watch at least one IOP training video
- Take a test to check your learning
- Complete a Photography Assignment to put all your learning into practice

At the end of each unit, you'll have more knowledge of the photography subject at hand, that knowledge will be cemented by a test, and you'll have practised the theory as well as have some expert advice on your results from our highly trained Tutors.

This system simply works.

We know we offer the most help and support to our students because we've studied what's available and strive to be the best. One course we saw offered one Tutor comment in a 10-week course! We can do far more for you than that you'll quickly discover our commitment to you as a student. We will help you to learn photography quickly, easily and delivering great results which meet your photography goals.



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/

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 offers 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[®]

courses

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

Professional Diploma in Photography

Beginners to intermediate

The Professional Diploma in Photography Online Photography Course is packed full of content, both written and video as well as including very in-depth and bespoke feedback sections where you can submit your photos for expert advice.

It is our most comprehensive Tutor-led course, delivering a true course experience similar to attending a physical class but with closer Tutor contact.

Each student is treated as an individual. We work closely with you to help you improve in the areas that you need as well as pushing you to deliver your best results in areas in which you already excel.

- Over 180+ Modules Plus In-Depth Tutor Feedback Section
- CPD Certified (80 Hours)
- 13 Practice Assignments with Constructive Tutor Feedback on 11 Assignments
- 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 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
 - Professional Diploma In Photography PDF Certificate on Completion
 - Official CPD Certificate (Provided Within 60 Days of Completion)

Pay by Interest Free Instalments

£450

iOP[®]

*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 Street Photography

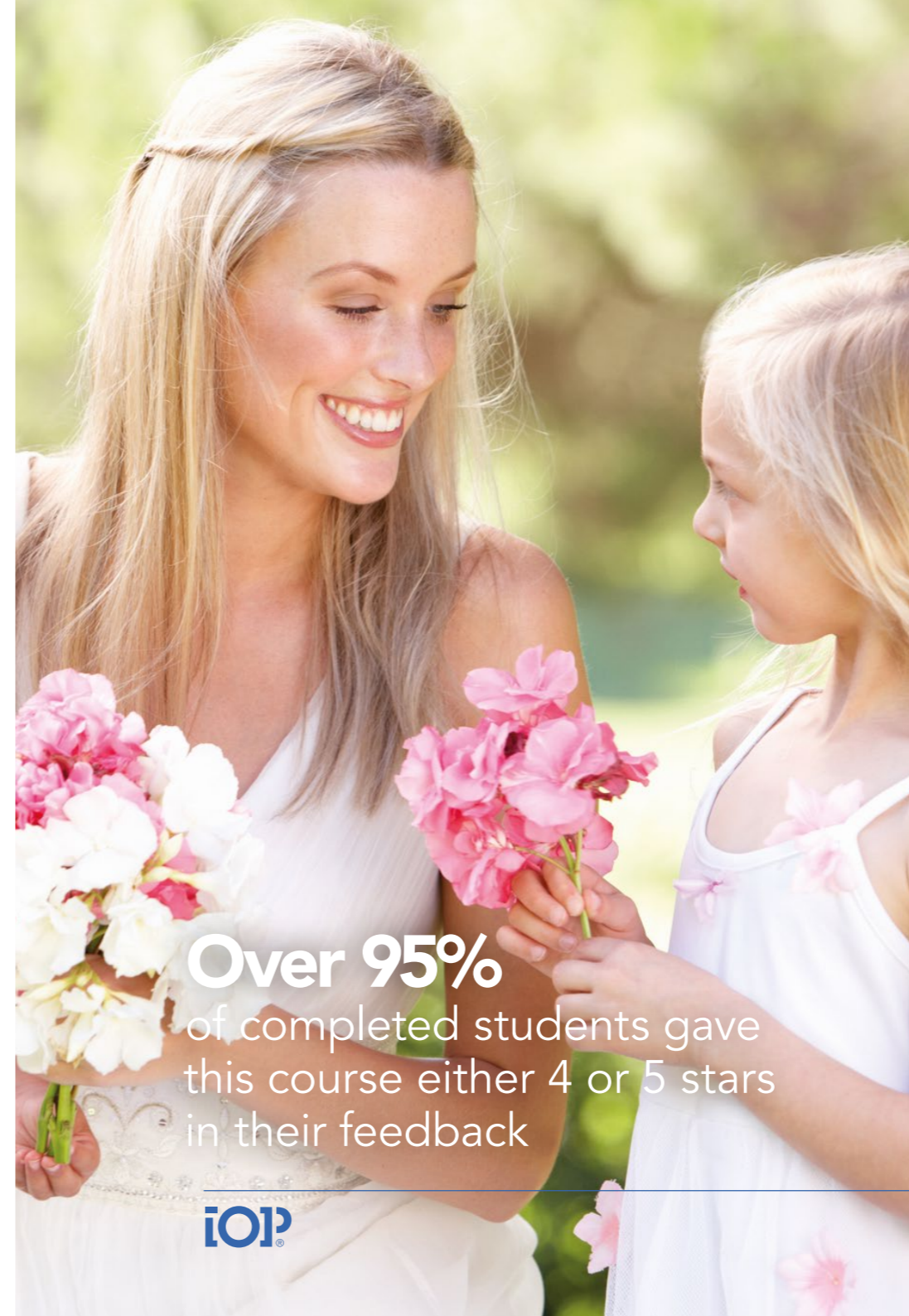
Beginner to advanced

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



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

£450

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

*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





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.

- **Professional Diploma in Photography**
£45 per Month for 10 Months
- **Diploma in Wedding Photography**
£45 per Month for 10 Months
- **Diploma In Street Photography**
£25 per Month for 10 Months



Support

Tutor Support

What Makes IOP Different?

IOP offers 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?

We recommend you do the Professional Diploma in Photography first, even if you are an experienced photographer. It is our most comprehensive course, it has the most Tutor support and includes a full program of activities. This course will help every student improve their photography, no matter their personal challenges. From beginner to more advanced students, the Professional Diploma in Photography is perfect for every skill level.

Practical 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 five 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 Professional Diploma in Photography course.

Tell Us About Yourself, Phil...

"I am 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 week 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.





Photograph by Mirko Fonzo

Testimonials

See what our students have to say about their experiences with IOP photography courses.

Mirko Fonzo, 10 Jan 2020

"The feedback on the final assignment are full of detailed considerations that only professionals are able to highlight. That's why this course has been a great opportunity for me to improve my photography dramatically. The Tutors allowed me to see things from a different perspective, which is fundamental to achieve better results in photography."

Lee Hayes, 24 December 2019

"Thoroughly enjoyable course, learnt so much and my photography has really progressed since starting...tutor feedback was very constructive and you can tell they really take the time to look at all images in depth."

Ian McGill, 11 December 2019

"This course has been very in depth, comprehensive and helpful. The feedback has always been fair and constructive. Without such feedback I doubt I would have been able to achieve the scores that I have managed, which I am over the moon with. I have enjoyed the challenge very much indeed, and look forward to staying in touch and maybe enrolling on another course in the future. I would like to thank my Tutors throughout the course and of course the Course Director."



Photograph by Lee Hayes



Photograph by Ian McGill



discover

Assignments and How They Work

IOP offer more Tutor support than any other online photography course and we are often asked about our photography assignments and how they work.

We use photography assignments for a number of reasons;

- To create a relationship and narrative between Tutor and Student.
- To encourage creative thought.
- To create a learning structure that really works.
- Photography assignments provide a framework where the Tutor can truly understand the challenges of each IOP student and give individual advice.

IOP never use templated responses – each piece of Tutor feedback you get will be bespoke to you based on your assignment submission. We guarantee that your Tutor will consider your images carefully and give you the best constructive feedback.

What this means in practice is that you learn the photography skills you want as quickly as possible.

On the Professional Diploma in Photography for example, you will receive bespoke feedback on 18 assignments, structured in a way to develop your skills step-by-step with no steps skipped.



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

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  instituteofphotographyuk

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

 IoPOnline  @InstPhotography

 instituteofphotographyuk

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is registered in England and Wales, number 08361774.
Registered office: Barnett House, 53 Fountain Street, Manchester M2 2AN.