

Course Description and Outline

Course Title	Preparing To Sell Your Work Online		
Level of Course	All Levels	Course Code	A4493; B4494; C4495
Duration in Weeks	5		
Brief Description of Course	<p>This is a short course over five weeks. On the course you will prepare your work ready to photograph and research various social media platforms to upload it to.</p> <p>You will consider the pro's and cons of these platforms e.g. costs versus free sites, and include popular sites such as: esty, facebook, pin interest and blogs.</p> <p>You will write a personal statement to promote yourself and consider other methods of self- promotion</p> <p>Consider branding and learn how search engines find you. You will participate in group discussions and develop your ideas through peer review and gain a general understanding of business types e.g. Ltd, Sole Trader, Freelance, Plc., Health and Safety and other necessary legislation.</p>		
Entry Requirements	You should have some of your own artwork to photograph that you would like to sell and be reasonably IT literate.		
Main Learning Outcomes for all Learners (Maximum of 5) By the end of the course you will be able to:			
1	Research a range of media platforms and consider what each offer and select an appropriate promotional platform for your work		
2	Write a personal statement to support your work		
3	Have a basic understanding of a variety of business types		
4	Be conversant with your own personal branding		
5	Photograph work ready for uploading		
Equipment Required What will I need to bring to class?	We will provide all the basic materials but you may need to provide your own specialist materials.		
What courses can I go on to?	<p>We would recommend progressing to the Sell your Work Online course, where you will be able to continue photographing work and begin to upload work to your chosen platform.</p> <p>Alternatively there are a wide range of Visual Arts Courses to try, please see the course guide or speak with your tutor.</p> <p>Your tutor will support you in researching these and other courses outside of Idea Store Learning.</p>		

What examination or assessment will there be and what will it involve?

At the beginning of the course an initial assessment takes place to identify your level of experience knowledge or current skills.

The tutor will carry out informal assessments to check your understanding, there is no exam.

You will complete a self-assessment at the beginning, middle and end of the course and you will participate in regular self assessment.

Your tutor will let you know how you are getting on throughout the course to you will help you work to your full potential.

At the end of the course you will receive written feedback.

How will I know I am making progress?

You will have an 'Individual Learning Plan' where the course learning outcomes are shown and where you can set individual learning goals and monitor your own progress against these.

You will need to evaluate your own progress and manage your time.

Your tutor will give ongoing feedback and will keep you informed of your progress.

Is there anything else I need to know?

To maximise your chances of benefiting from the course fully we expect you to attend **all** scheduled sessions and that you do so **punctually** and are ready to start learning at the start of the class.

What if I want extra support?

Come and see one of our experienced and friendly advisors. For further information, email ideastore@towerhamlets.gov.uk and a member of the team will get back to you.

This is a brief description of the course content and is not definitive or exhaustive. The course content may be subject to change without notice however the details above are intended to give a picture of the types of activities which may be included on the course.

Course outlines provide a general summary of the contents and material to be covered during lessons. They are subject to change at the discretion of teachers to meet the needs of learners and should not be regarded as prescriptive lists of activities to be covered.

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