



Have you ever been amazed by the impact a single photograph can have; for example, when you see it on the front cover of a newspaper or it is suddenly flashed on a television screen? Picture researchers and editors are aware of the power the visual image has in everyday life. It is their responsibility to find the 'right' picture or pictures for a project whether it is for a book, magazine, newspaper, advertisement, television programme, CD-ROM, the internet, or even a carrier-bag.

Picture Research by Distance Learning is one of the most comprehensive training courses in this area available anywhere. Written by Julian Jackson, a picture research and digital technology expert, it will give you the benefit of years of experience in just a few months. Julian will also act as your tutor, marking and providing feedback on your assignments and helping you to get the most out of this course. You will learn about picture sources, commissioning photography, fees and budgeting, the impact of new technology, copyright and much more.

Estimated Study Time

Essentially, this is up to you. As a guideline, you will need to spend at least 55 hours of intensive study time over a period of about five to six months (allowing time for post, administration and marking). If you do not finish the course within 12 months you will be offered the opportunity to study for a further 12 months following payment of a re-registration fee. Any extensions beyond this point are at the discretion of The Publishing Training Centre.

What do I get at the end of the course?

Upon successful completion of the course you will receive a Certificate of Achievement showing the level of pass you have achieved – pass, merit or distinction.

If you're a freelance picture researcher, successful completion of this course carries with it a further benefit. If you choose to do so, you'll be able to add your details to the Freelance Directory on our website, which receives thousands of visits each month, many of which are from publishers – your potential clients.

Fees

The fee is £395. This includes your course materials and tuition for up to a year after your date of enrolment. There is an instalment option available.

Money back guarantee

If, within 30 days of receiving your course materials (and before any assignments have been marked), you decide that the course is not for you, simply return the course materials to us in perfect condition and we will refund your course fee in full.

"A really enjoyable course. Excellent assignments. This course has now given me the confidence to work as a freelancer."

Picture Research Student

Programme

Module 1

- What kinds of pictures exist?
- Picture sources
- Commissioned photography
- New sources and tools
- Factors affecting your choice of picture source

Module 2

- Initial stages of the project
- What to do when you receive pictures
- Dealing with obvious rejects
- Dealing with retained pictures
- Completing the task

Module 3

- Fees and budgeting

Module 4

- Basics of digital files
- Creation of digital files
- Colour management
- Basics of the internet
- Searching the internet
- Boolean searching
- Searching the picture library sites
- Search agents
- Portals
- Digital file formats
- The Deep Web
- Digital file longevity

Module 5

- Picture briefs

Module 6

- Picture selection
- Image description
- Image manipulation
- Aesthetics
- Sensitive subjects
- The final stages of selection

Module 7

- Intellectual property
- Collecting societies
- Other copyright particulars
- Digital materials and copyright

Appendix 1 – Working in the industry

Appendix 2 – Viruses and spam

Frequently Asked Questions

What qualifications do I need?

No specific qualifications are required to take this course.

Is the course only for freelancers?

No. If you already carry out picture research as part of your job, the course can supplement and consolidate in-company training or work experience.

Do I need a computer?

Yes - you will need a computer with internet access.

Will I find work as a picture researcher if I complete this course?

A course cannot guarantee immediate freelance or in-house work. However, on successful completion we are confident that publishers will view your applications for work more seriously.

Is the course certificate a recognised qualification?

Since the demise of the publishing NVQs, there is no generally accepted formal qualification in picture research. If you complete this course successfully you will be awarded a graded certificate. We have been training publishing professionals for the past 30 years and we are the organisation appointed by the publishing industry to represent its views on skills and training to government, which means that your certificate of achievement should be widely recognised throughout the publishing industry.

Is there anything else I will need?

Picture research is interesting, stimulating and fulfilling. No two projects are the same. It demands a wide range of skills: initiative, visual flair, knowledge of sources, organisation, negotiation, lateral thinking and common sense. Good communication skills are also vital as the picture researcher will need to interact and negotiate with a variety of personalities to find their elusive picture or pictures, and they must work closely with whoever is responsible for the creative supervision of the project.

When can I enrol and can I enrol if I live outside the UK?

You can enrol at any time of year. We have had students from all over the world. There is an extra charge of £35 to cover additional postage.

What is the pass mark?

Picture Research is a vocational course and as such we have set a relatively high pass mark of 60%. This mark reflects the high expectations publishers have of their staff and freelancers.

Who is the course author?

Julian is the course author and tutor on **Picture Research by Distance Learning**. He says, "I am very proud of this course. It encapsulates all I have learnt over the past 30 years in the industry and also has had top quality input from other experts in various fields of picture research. The five assignments are based on real-life projects and so are as near as possible to actual assignments for the students to learn from."

The course is frequently revised to ensure that it is not outdated by changes in the fast-moving industry. Besides writing about picture research, photography, film and technology, Julian also covers the environment, and as the founder member of a group concerned with creating urban gardens he tries to have a low-carbon footprint. Given his penchant for travelling, this can be a difficult compromise sometimes.

Important note:

You must complete the course within 12 months of enrolment or, if you wish to continue the course, you can study for a further 12 months following payment of a re-registration fee. After this time it is possible that changes and updates will have been made to the course and that your copy is out of date. If this is the case you may have to re-enrol at this point.

To enrol on Picture Research simply complete the enclosed form and return it, together with your payment, in the prepaid envelope provided.



The Publishing Qualifications Board (PQB) is a charitable organisation, established 15 years ago. One of its key aims is to provide assessed, vocational training for anyone pursuing a publishing career. It is a subsidiary of the Publishing Training Centre (PTC) - an organisation which promotes excellence in publishing through training. PTC is best known for delivering high quality editorial skills training to publishers. In the past decade alone, it has trained more than 12,000 delegates.

Enrolment Form

PLEASE COMPLETE BOTH SIDES OF THIS FORM

Mrs/Mr/Ms/Miss/Dr..... First name..... Surname

Address

.....

.....

Postcode.....Country

Email address.....

Tel..... Mobile..... Fax.....

Address for course materials (if different).....

.....

.....

Postcode.....Country

I would like to receive news and information from The Publishing Training Centre by email

To help us give the best service in the future, it is useful to have an idea of the kind of people who are enrolling. We would greatly appreciate it if you could provide us with the following information:

Publishing experience? Yes No (please tick). If yes, in what context?

Current occupation:

Where did you first hear about the course?

What other training have you had?

..... Date of birth: / /

I wish to be enrolled as a student of The Publishing Training Centre. I agree to pay the fees as required and be bound by the conditions of enrolment.

Signed

Date / /

CONDITIONS OF ENROLMENT

- You must complete the course within 12 months of enrolment or, if you wish to continue the course, you can study for a further 12 months following payment of a re-registration fee (for Copy-Editing and Editorial Project Management the period is 18 months).
- Your fee includes course materials and tuition for up to 12 months (or 18 months) from the date of enrolment. It does not include your postage or internet costs or the cost of telephone calls to your tutor.
- The Publishing Training Centre reserves the right to change the price of these courses at any time before processing an enrolment. In this event, anyone wishing to enrol will be informed of the price change and given the opportunity either to cancel the enrolment or to proceed at the amended price.
- We recommend that you keep a copy of this form for your own records.

Please return this form to: The Publishing Training Centre at Book House, 45 East Hill, Wandsworth, London SW18 2QZ.
Tel: 020 8874 2718; fax: 020 8870 8985.



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Payment Details

PLEASE COMPLETE BOTH SIDES OF THIS FORM

I WISH TO ENROL ON:

- Basic Proofreading by Distance Learning - UK delivery address: **£395**
- Basic Proofreading by Distance Learning - delivery address outside the UK: **£430**
- Copy-Editing by Distance Learning - UK delivery address: **£550**
- Copy-Editing by Distance Learning - delivery address outside the UK: **£585**
- Editorial Project Management by Distance Learning - UK delivery address: **£485**
- Editorial Project Management by Distance Learning - delivery address outside the UK: **£520**
- Picture Research by Distance Learning - UK delivery address: **£395**
- Picture Research by Distance Learning - delivery address outside the UK: **£430**
- Successful Editorial Freelancing by Distance Learning - email delivery (all material sent via email): **£75**
- Successful Editorial Freelancing by Distance Learning - printed version posted to a UK delivery address: **£90**
- Successful Editorial Freelancing by Distance Learning - printed version posted to a delivery address outside the UK: **£100**

Note: Grammar at Work and Understanding Book Publishing can only be purchased online. If you need to make a payment by any other means for either of these courses, please contact us at publishing.training@bookhouse.co.uk.

PAYMENT:

I enclose a cheque for made payable to The Publishing Training Centre Foundation.

I wish to pay by instalments on my credit/debit card (tick the appropriate course below):

Basic Proofreading: £185 (or £220 if outside the UK) immediately, followed by one instalment of £105 between the 10th and the 15th of the next month and one instalment of £105 between the 10th and the 15th of the following month.

Copy-Editing: £250 (or £285 if outside the UK) immediately, followed by one instalment of £150 between the 10th and the 15th of the next month and one instalment of £150 between the 10th and the 15th of the following month.

Editorial Project Management: £220 (or £255 if outside the UK) immediately, followed by one instalment of £132.50 between the 10th and the 15th of the next month and one instalment of £132.50 between the 10th and the 15th of the following month.

Picture Research: £185 (or £220 if outside the UK) immediately, followed by one instalment of £105 between the 10th and the 15th of the next month and one instalment of £105 between the 10th and the 15th of the following month.

Please note that there are no instalment payments available for Successful Editorial Freelancing, Grammar at Work or Understanding Book Publishing

I authorise my credit/debit card to be debited for by The Publishing Training Centre:

Card number Start date / / Expiry date / /

Visa Mastercard Maestro (tick the correct one)

3 digit security number (on signature strip of card) Issue no. (Maestro)

Name of cardholder Cardholder signature