

# Idea Store Learning

Course Guide 2012-2013

## Release Your Potential

YOUR  
ENROLMENT  
FORM  
INSIDE



To enrol or for more information, call **020 7364 5665**  
text 'Idea' and your name to **07950 080 341**, visit your local  
Idea Store or Learning Centre **[www.ideastore.co.uk](http://www.ideastore.co.uk)**





## How to Enrol

If you would like to enrol for a course, here's how...

Either

Ring 020 7364 5665 between 10 – 4pm with the course details and your credit or debit card ready.

Or

Drop into your local Idea Store

**What do I need to bring with me when I enrol?**

If you are claiming a concession fee you will need to provide up-to-date proof of your benefit or other status (see section on Fees) and bring photographic ID with you, such as a passport.

**Confirmation of Enrolment**

All of our courses are filled on a 'first come, first served' basis. You are advised to enrol as early as possible to avoid disappointment. All learners who enrol on a course will receive a receipt from Idea Store Learning together with a course outline.

## Find out more:

Come along to our open days and find out more about our courses. Have the chance to meet with some of our tutors, ask questions and get information to help you choose what course to enrol onto.

For more information look out for flyers in your local Idea Store or Learning Centre.

## Idea Store Learning Term dates

**Term A – Autumn Term**

Monday 24 September 2012  
to  
Sunday 9 December 2012

Half Term  
29 October 2012 - 4 November 2012

**Term B – Spring Term**

Monday 7 January 2013  
to  
Sunday 31 March 2013

Half Term  
18 -22 February 2013

**Term C – Summer Term**

Monday 22 April 2013  
to  
Sunday 7 July 2013

Half Term  
27 May - 2 June 2013



## What you need to know?

### Our offer to students

As well as support from Tower Hamlets Council, Idea Store Learning receives an annual grant from the Skills Funding Agency who regulate us and who work with Ofsted to inspect us.

To keep our funding and therefore our service to you, we have to show planning of learning and evidence that learning is taking place, and we have to provide records that relate to enrolment and attendance on programmes. In return we are able to offer a wide variety of courses and classes that are extremely good value for money to a wide range of residents of the borough.

### Attendance

We expect 100% attendance on courses but, of course, we recognise that you may not always be able to attend each session. Please notify us if you are going to be absent. If you miss four consecutive weeks, you will be withdrawn from the course.

### Refunds

If you are unable to take up your place on a course a fee refund will only be given where you notify Idea Store Learning in writing at least two weeks before the start date of your course. An administration fee of £11 will be charged for processing your refund.

Where we close a course you will be given a full refund. If we change the published details of a course those learners for whom the course is no longer suitable will receive a full refund.

**NO REFUND WILL BE GIVEN IN ANY OTHER CIRCUMSTANCES.**

### Please Note....

This course guide provides descriptions of a selection of courses available at Idea Store Learning. The start of any courses in this booklet is subject to numbers enrolling and resources. Idea Store Learning reserves the right to close or amend courses including fee amendments.

### The 3 C's: Compliments, Complaints and Comments

You can find a 3C's form for you to record your compliments and comments in all our Idea Stores and Learning Centres, however;

- Please discuss any concerns or complaints with your tutors first. We will try and resolve the issue there and then.
- Alternatively, complete a 3C's form and forward it to: Learner Support Team, Idea Store Learning, Tower Hamlets Council, 3rd Floor, 1 Gladstone Place, Bow, London, E3 5EQ

We aim to acknowledge your issue and respond to it within 10 working days. Where it takes longer to resolve an issue, we will keep you informed.

We aim to operate a complaints procedure that is –

- Fair
- Responsive
- Effective

You can expect us to deal promptly and courteously with your complaints.



**10%**  
for 10th anniversary  
**10% of standard fee**  
when you enrol  
before Sunday  
**16 September 2012**





## Venue codes and addresses

<b>SHC</b>	<b>Shadwell Centre</b> ,* 455 The Highway, London, E1W 3HP
<b>ISW</b>	<b>Idea Store Whitechapel</b> , 321 Whitechapel Road, London E1 1BU
<b>ISB</b>	<b>Idea Store Bow</b> , 1 Gladstone Place, Roman Road, London E3 5ES
<b>ISCS</b>	<b>Idea Store Chrisp Street</b> , 1 Vesey Path, East India Dock Road, London E14 6BT
<b>ISCW</b>	<b>Idea Store Canary Wharf</b> , Churchill Place, Canary Wharf, London E14 5RB
<b>BGC</b>	<b>Bethnal Green Centre</b> ,* 229 Bethnal Green Road, London E2 6AB
<b>BAC</b>	<b>Brady Arts Centre</b> , 192-196 Hanbury Street, London E1 5HU
<b>SHS</b>	<b>Stephen Hawking School</b> , 2 Brunton Place, London E14 7LL
<b>FSS</b>	<b>Fern Street Settlement</b> , Fern Street, London E3 3PS
<b>KEM</b>	<b>King Edward Memorial Park</b> , The Highway, Wapping, London, E1W
<b>OR</b>	<b>Outreach Venues</b> , details of venues will be given to you at assessment

\* Limited wheelchair access at **Bethnal Green Centre** and **Shadwell Centre**. Access only to ground floor and annex. Detailed access information about Idea Stores can be found at [www.disabledgo.info](http://www.disabledgo.info)

## Accessibility

All our main Idea Store sites are accessible for those with reduced mobility. However at **Bethnal Green Centre** and **Shadwell Centre** only classes on the ground floor are accessible to people with reduced mobility.

A variety of support is available for people with physical or learning disabilities.

If you would like more information on the support available call us on **020 7364 5665** or email [ideastorelearning@towerhamlets.gov.uk](mailto:ideastorelearning@towerhamlets.gov.uk)

**No parking is available at these premises.**



## Excellent satisfaction with classes

Every year we ask for feedback from our learners in surveys and learner satisfaction is very high. Last year learners said that they were made to feel welcome, they would recommend their courses and that they felt safe.

Achievement levels are high and learners are very satisfied with the way they were taught, the group of people they met and the challenges learning placed on them.

Learners told us that their skills improved, their personal safety was treated as a high priority and that they learned what they wanted to learn. In all of the categories we asked learners about, over 90% of responses said that the experience of learners was good or excellent.





## Valuing Diversity

Valuing diversity is one of the four core values of Tower Hamlets Council.

We at Idea Store Learning will promote diversity and equality in everything we do to improve the quality of life for everyone living, working and visiting Tower Hamlets. The borough's diversity is one of its greatest strengths and assets.

We will build upon this by working with the Tower Hamlets Partnership to provide accessible and responsive services that enable everyone to take part in the social, cultural and economic wealth of the borough.

Achieving this is central to delivering the Council's vision, is linked to our Strategic Plan priorities and objectives and forms a driving force within the Community Plan and key to creating a cohesive community.

### Our aims and values

As a service provider we will:

- Promote equality of opportunity and eliminate discrimination in the planning and delivery of our services in terms of age, disability, ethnicity, gender, sexual orientation, religion or belief, health and income status
- Promote good relations between communities and address negative stereotyping of any groups
- Ensure that all residents have equal opportunity to participate in the democratic process
- Tackle harassment relating to a person's age, disability, ethnicity, gender, sexual orientation, religion or belief, health and income status





## Fees

### Working out how much you pay

You will find the total cost of each course with the course details in this guide. The course fee is for the entire course. For some courses there will be exam fees and these are included in the total price. These fees are correct at time of printing but occasionally they may change.

### What's included?

Courses have been grouped into bands. Each band has a set hourly rate if you are a standard fee payer or are eligible for a concession fee.

The hourly rate includes basic material costs and specialist equipment or facilities which we need to use when teaching the course to you.

Any additional materials you may need to provide in class will be stated on your course outline.

Bands A, B, C, D.1 or 2 and WS are funded by Skills Funding Agency in partnership with Tower Hamlets Council.

Band	Type of Programme	Hourly rates	
		Standard	Concession
A	Adult and community class	£2.00	£1.00
B	Adult and community class that require specialist facilities	£2.25	£1.25
C	Adult and community class that require specialist facilities and significant specialist equipment and materials	£2.75	£1.75
D.1	Specifically funded qualifications class	£2.95	£0.00
D.2	Specifically funded qualifications classes that require specialist facilities	£3.15	£0.20
E	Courses run without any public funding delivered at full cost.	£8.00	£8.00
WS	Classes run for learners with previous skills and working on solo projects	£2.25	£2.25

We also offer Family Learning (FL) classes, ESOL and Employability (PFLW) courses which have set rates.

		Set Rates
PFLW	Administration fee	£20.00
FL	Specifically funded family learning	Free

### Payment of Fee

The correct fee must be paid in full at the time of enrolment. Places on courses will not be reserved without receipt of the correct fee and documents.

### Paying by instalments

If your course costs over £200, you can pay in two equal instalments. You need to pay one instalment when you enrol and the other two months after your enrolment. You can pay by direct debit or post dated cheque. If you withdraw (leave) the course you will still be expected to pay the full fee for the course.

### Learners aged 16-18

Learners aged under 19 years before 31st August 2012 pay no fee for any course or examination/assessment.


### Overseas Fees

The fee quoted in our course guide is the learner contribution toward the cost of courses for learners who qualify for funding from the Skills Funding Agency.

If you do not qualify for Government funding you will be required to pay the full cost of your course at the hourly rate of £8.00 per hour plus any examination fees.

### Tutor Screening (TSCR)

To enrol on to some of our courses you need to have an assessment so that we know if this is the right course for you.

Where you see  in the guide you will find details of where and when assessments are to take place.

## Examination

Courses that lead to a nationally recognised qualification involve final assessment by an external examination board.

This final assessment may involve the assessment of work that is produced in class, a written examination at the end of the course or a combination of both.

## Am I eligible for a concession fee?

To be eligible for the concessionary fee you must have lived in the UK/EU for three years or more and be on one of the benefits shown below or be the unwaged dependant of a person in receipt of that benefit. You will need to provide evidence of these benefits which is also shown below.

### Concession for bands A, B, and C courses

Are you .....	Evidence you will need to provide when enrolling
receiving Job Seekers Allowance	<ul style="list-style-type: none"> <li>• Proof of benefit: this year's benefit award letter with a bank statement showing receipt of payment in the last 3 months. AND</li> <li>• Proof of address (no older than 3months): utility bill (gas, electricity, council tax bill), rent statement</li> </ul>
receiving Employment Support Allowance	
receiving Income Support or/and Incapacity benefit	
receiving Pension Credit (Guarantee Credit Only)	
16 – 18 years old and not in education or full time training	<ul style="list-style-type: none"> <li>• Must sign section 7 on your enrolment form AND</li> <li>• Proof of age: Passport, birth certificate or driving licence</li> </ul>

### Concession for band D courses

Are you .....	Evidence you will need to provide when enrolling
16 – 18 years old and not in education or full time training	<ul style="list-style-type: none"> <li>• Must sign section 7 on your enrolment form AND</li> <li>• Proof of age: Passport, birth certificate or driving licence AND (19-24 years only)</li> <li>• Proof of address (no older than 3 months): utility bill (gas, electricity, council tax bill), rent statement</li> </ul>
19 - 23 years old wanting to study your first full Level 2 qualification	
19 - 23 years old wanting to study your first full Level 3 qualification	
receiving Job Seekers Allowance, Employment Support Allowance or another income related benefit and actively seeking employment	<ul style="list-style-type: none"> <li>• Must sign section 7 on your enrolment form AND</li> <li>• Proof of benefit: this year's benefit award letter with a bank statement showing receipt of payment in the last 3 months. AND</li> <li>• Proof of address (no older than 3 months): utility bill (gas, electricity, council tax bill), rent statement</li> </ul>

## Learner Support Fund

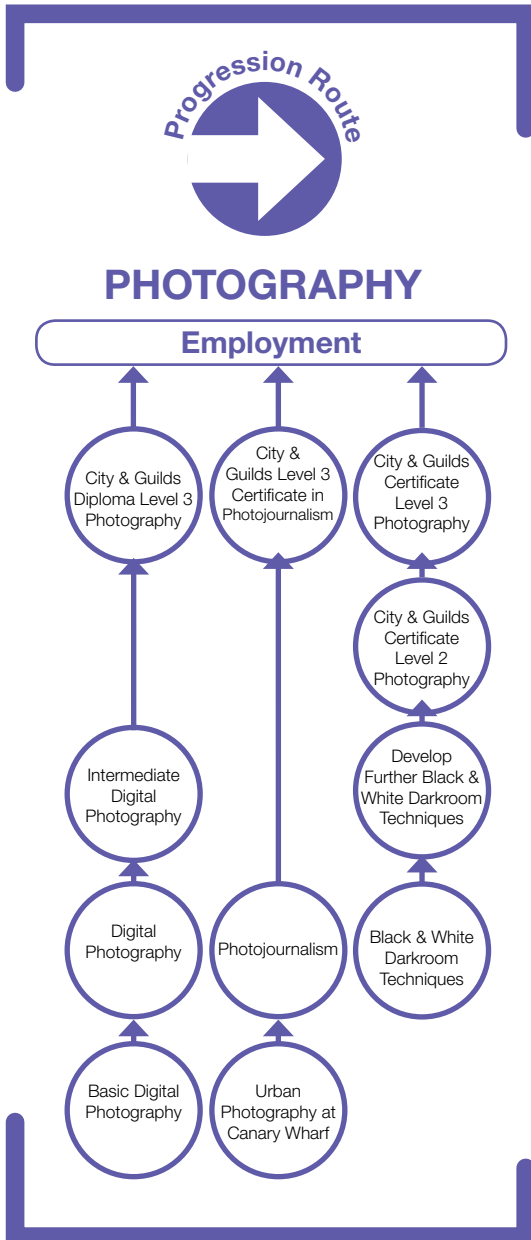
If you enrol onto an accredited course you may be able to access money to help cover costs associated with your courses. We might be able to help with childcare, travel or material costs.

If you need further advice about fees please contact the Learner Support Team on **020 7364 5665** or email [ideastorelearning@towerhamlets.gov.uk](mailto:ideastorelearning@towerhamlets.gov.uk)

# Photography

## Learning about photography

Learn to take great photographs on one of our beginner's courses in photography, or for the more advanced learn new photographic skills on one of our many short programmes run in the evening and weekends.



## Some of the courses are:

- Basic Digital Photography
- Video with your Digital SLR Camera
- Black and White Darkroom Techniques
- Exploring Diversity in Photography
- Photojournalism for beginners
- Photoshop for Photographers
- Portrait Photography
- Urban Photography at Canary Wharf
- Developing Photographic Business and Employment Skills

## Courses are:

- City & Guilds Level 2 Certificate in Photography
- City & Guilds Level 3 Certificate in Photography
- City & Guilds Level 3 Diploma in Photography
- City & Guilds Level 3 Certificate in
- Photojournalism

## CASE STUDY

### Tommy Farley

Photography Student



**In September 2012 Tommy will be starting an MA in Photography and Urban Cultures at Goldsmiths College, after successfully completing a City and Guilds Level 3 Certificate in Photography at the Shadwell Centre in 2011.**

Tommy joined the photography course at Idea Store Learning with an ambition to change his career to become more involved with the Creative Arts Industry and as he said "to develop his personal interest in photography on both a practical level and increase his creative abilities in how to see and read images."

Tommy is currently working with the London Organising Committee for the Olympic Games, he considers himself lucky as his contract ends in September, just before he begins his studies. On completion of his MA his aim is to work with Galleries and on curation of photographic projects but will also be returning to Idea Store from time to time to refresh his photography skills by joining one of the many short programmes we offer.





Course Code	Day of Week	Start Date	Timetable				Venue	Fees (includes basic materials & exam)		
			Start Time	No Weeks	Hrs Per Week	Total Full Fee		Total Concessionary	Band	
<b>Get to Know Your Digital SLR Cameras - Beginners</b>										
A3822	Saturday	29 Sep 2012	10:00	5	2.00	ISCS	£28	£18	C	
A3503	Saturday	10 Nov 2012	10:00	5	2.00	ISCS	£28	£18	C	
B3823	Saturday	12 Jan 2013	10:00	5	2.00	ISCS	£28	£18	C	
B3824	Saturday	23 Feb 2013	10:00	5	2.00	SHC	£28	£18	C	
C3507	Saturday	27 Apr 2013	10:00	5	2.00	ISCW	£28	£18	C	
C3825	Saturday	08 Jun 2013	10:00	5	2.00	ISCW	£28	£18	C	
<b>Basic Digital Photography - Beginners</b>										
A3544	Wednesday	26 Sep 2012	18:40	10	2.00	SHC	£55	£35	C	
A3821	Saturday	29 Sep 2012	11:00	5	4.00	BAC	£55	£35	C	
A3946	Saturday	10 Nov 2012	10:00	5	4.00	ISCS	£55	£35	C	
B3553	Wednesday	09 Jan 2013	18:40	10	2.00	SHC	£55	£35	C	
B3658	Saturday	12 Jan 2013	11:00	5	4.00	BAC	£55	£35	C	
B3947	Saturday	23 Feb 2013	10:00	5	4.00	ISCS	£55	£35	C	
C3560	Wednesday	24 Apr 2013	18:40	10	2.00	SHC	£55	£35	C	
C3106	Saturday	27 Apr 2013	11:00	5	4.00	BAC	£55	£35	C	
C3948	Saturday	08 Jun 2013	10:00	5	4.00	ISCS	£55	£35	C	
<b>Digital Photography - Intermediate</b>										
A3819	Saturday	29 Sep 2012	10:00	10	2.00	SHC	£55	£35	C	
B3820	Saturday	12 Jan 2013	10:00	10	2.00	SHC	£55	£35	C	
C3707	Saturday	27 Apr 2013	10:00	10	2.00	SHC	£55	£35	C	
<b>Digital Video</b>										
<b>Video With your Digital SLR Camera - Beginners</b>										
A3949	Saturday	29 Sep 2012	10:00	10	2.00	ISB	£55	£35	C	
B3950	Saturday	12 Jan 2013	10:00	10	2.00	ISB	£55	£35	C	
C3951	Saturday	27 Apr 2013	10:00	10	2.00	ISB	£55	£35	C	
<b>Video Editing for Digital Photographers - Beginners</b>										
A3955	Wednesday	26 Sep 2012	18:30	10	2.00	SHC	£55	£35	C	
B3956	Wednesday	09 Jan 2013	18:30	10	2.00	SHC	£55	£35	C	
C3957	Wednesday	24 Apr 2013	18:30	10	2.00	SHC	£55	£35	C	
<b>Darkroom Techniques</b>										
<b>Black and White Darkroom Techniques - Beginners</b>										
A3832	Tuesday	25 Sep 2012	18:30	10	2.00	SHC	£55	£35	C	
<b>Black and White Darkroom Techniques - Improvers</b>										
B3660	Tuesday	08 Jan 2013	18:30	10	2.00	SHC	£55	£35	C	
<b>Black and White Darkroom Techniques - All Levels</b>										
C3661	Tuesday	23 Apr 2013	18:30	10	2.00	SHC	£55	£35	C	
<b>Develop Wedding Photography Skills - Beginners</b>										
A3939	Thursday	27 Sep 2012	18:30	5	2.00	SHC	£28	£18	C	
<b>Develop Wedding Photography Skills - All Levels</b>										
B3830	Thursday	10 Jan 2013	18:30	5	2.00	SHC	£28	£18	C	
C3831	Thursday	25 Apr 2013	18:30	5	2.00	SHC	£28	£18	C	



Course Code	Timetable						Fees (includes basic materials & exam)		
	Day of Week	Start Date	Start Time	No Weeks	Hrs Per Week	Venue	Total Full Fee	Total Concessionary	Band
<b>General Photography</b>									
<b>Exploring Diversity in Photography - Beginners</b>									
A3952	Saturday	10 Nov 2012	11:00	5	2.00	BAC	£28	£18	C
B3953	Saturday	19 Jan 2013	11:00	5	2.00	BAC	£28	£18	C
C3954	Saturday	27 Apr 2013	11:00	5	2.00	BAC	£28	£18	C
<b>Photoshop for Photographers - Beginners</b>									
A3828	Saturday	29 Sep 2012	10:00	10	2.50	SHC	£69	£44	C
<b>Photoshop for Photographers - All Levels</b>									
B3703	Saturday	12 Jan 2013	10:00	10	2.50	SHC	£69	£44	C
C3704	Saturday	27 Apr 2013	10:00	10	2.50	SHC	£69	£44	C
<b>Portrait Photography - Beginners</b>									
A3826	Thursday	27 Sep 2012	19:00	10	2.00	SHC	£55	£35	C
<b>Portrait Photography - All Levels</b>									
C3662	Thursday	25 Apr 2013	19:00	10	2.00	SHC	£55	£35	C
<b>Still Life Photography for the Internet Age - Beginners</b>									
B3829	Saturday	12 Jan 2013	10:00	5	2.00	SHC	£28	£18	C
C3968	Saturday	08 Jun 2013	10:00	5	2.00	SHC	£28	£18	C
<b>Studio Photography - Beginners</b>									
B3827	Thursday	10 Jan 2013	19:00	10	2.00	SHC	£55	£35	C
<b>Photojournalism</b>									
<b>Introduction to Photojournalism - Beginners</b>									
A3813	Saturday	29 Sep 2012	10:00	5	5.00	ISCS	£69	£44	C
B3815	Saturday	12 Jan 2013	10:00	5	5.00	ISCS	£69	£44	C
C3817	Saturday	27 Apr 2013	10:00	5	5.00	ISCS	£69	£44	C
<b>Photojournalism - Intermediate</b>									
A3814	Saturday	10 Nov 2012	10:00	5	5.00	ISCS	£69	£44	C
B3816	Saturday	23 Feb 2013	10:00	5	5.00	ISCS	£69	£44	C
C3818	Saturday	08 Jun 2013	10:00	5	5.00	ISCS	£69	£44	C
<b>Photography for Business and Employment</b>									
<b>Business and Self Employment Skills for Wedding Photographers - All Levels</b>									
A3943	Thursday	08 Nov 2012	18:30	5	2.00	SHC	£28	£18	C
B3944	Thursday	14 Feb 2013	18:30	5	2.00	SHC	£28	£18	C
C3945	Thursday	06 Jun 2013	18:30	5	2.00	SHC	£28	£18	C
<b>Developing Photographic Business and Employment Skills - Beginners</b>									
A3940	Tuesday	06 Nov 2012	18:30	5	2.00	SHC	£28	£18	C
<b>Developing Photographic Business and Employment Skills - All Levels</b>									
B3941	Tuesday	15 Jan 2013	18:30	5	2.00	SHC	£28	£18	C
C3942	Tuesday	23 Apr 2013	18:30	5	2.00	SHC	£28	£18	C



Course Code	Timetable						Fees (includes basic materials & exam)		
	Day of Week	Start Date	Start Time	No Weeks	Hrs Per Week	Venue	Total Full Fee	Total Concessionary	Band

Photography in the East End

Street Photography in the East End - Beginners

A3834	Saturday	10 Nov 2012	14:00	5	2.00	ISB	£28	£18	C
C3663	Saturday	27 Apr 2013	14:00	5	2.00	BAC	£28	£18	C

Urban Photography at Canary Wharf - Beginners

A3833	Saturday	29 Sep 2012	13:30	5	2.00	ISB	£28	£18	C
C3367	Saturday	08 Jun 2013	13:30	5	2.00	BAC	£28	£18	C

Assessment Sessions to Qualify in Photography



Date	Time	Venue
14 August 2012	11-4pm	Idea Store Whitechapel
21 August 2012	11-4pm	Idea Store Whitechapel
11 September 2012	11-4pm	Shadwell Centre
18 September 2012	11-4pm	Shadwell Centre

Qualify in Photography

City & Guilds Certificate in Photography - Level 2

Y3482	Tuesday	25 Sep 2012	18:15	30	2.75	SHC	£328	£85	D.2
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City & Guilds Certificate in Photography - Level 3

Y3708	Monday	24 Sep 2012	18:15	30	2.75	SHC	£313	£70	D.2
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City & Guilds Certificate in Photo Journalism - Level 3

Y3848	Thursday	27 Sep 2012	18:00	30	3.00	SHC	£337	£71	D.2
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City & Guilds Diploma in Photography - Level 3

Y3849	Multiple	24 Sep 2012	10:00	30	10.00	SHC	£1,055	£170	D.2
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# Learner Support & Advice Team

Come and see one of our experienced and friendly Advisors who can help you make your next step.

- Helping people achieve education and employment goals.
- Advice on the best courses to suit you.
- Employment & Career advice.
- Help with funding applications.
- Provide support for disabled learners and learners with learning difficulties.



For further information, text 'Idea' and your name to **07950 080 341**, email **[ideastorelearning@towerhamlets.gov.uk](mailto:ideastorelearning@towerhamlets.gov.uk)** or call to leave your details on **020 7364 5665** and a member of the team will call you back.



# Idea Stores, Learning Centres and Outreach Venues



<b>SHC</b>	<b>Shadwell Centre,*</b> 455 The Highway, London, E1W 3HP
<b>ISW</b>	<b>Idea Store Whitechapel,</b> 321 Whitechapel Road, London E1 1BU
<b>ISB</b>	<b>Idea Store Bow,</b> 1 Gladstone Place, Roman Road, London E3 5ES
<b>ISCS</b>	<b>Idea Store Chrisp Street,</b> 1 Vesey Path, East India Dock Road, London E14 6BT
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<b>KEM</b>	<b>King Edward Memorial Park,</b> The Highway, Wapping, London, E1W
<b>OR</b>	<b>Outreach Venues,</b> details of venues will be given to you at assessment

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