

HNC Photography Y2

Fashion Photography

Marco's murky world of contracts
and licences . . .

What is a contract?

A contract is some form of statement which records the terms and conditions agreed between photographer (contractor) and client in the provision and acquisition of a service or product or both.

A contract can be written, oral or implied.

Contracts thus confirm and contribute to standards of practice. **Short exercise.**

For a freelance photographer a typical contract should include:

- Your company name, address, contact details
- The client company name, address and contact details.
- A number assigned to the brief/proposal/project/commission - keep a record of this.
- **Description** of the brief
- **Schedule** as to how and when the work will be completed
- A **quote** or **estimate**
- A statement option to **renegotiate the fee**
- Agreed **media usage also known as a licence to use**
- Statement that general **terms and conditions** apply (or not!)

General T + C's

Your terms and conditions should include clauses on:

- **Credit terms** (late payment, non payment, deposit etc)
- **Copyright** (Intellectual Property Rights + License)
- **Liability** (negligence, loss, damage, injury, insurance)
- **Indemnity** (protecting client against 3rd party claim)
- **Cancellation** (before and during work)
- What you would do if you are **unable to fulfil a contract** (ill health, change in brief, extension of schedule)

T + C's

What do you do if you are issued with a contract (i.e. PR Company) stipulating that they will hire you if you agree to sign their contract?

PROCEED WITH CAUTION – CHECK

- Copyright and Intellectual Property Rights do not conflict
- Media usage
- Duration of licence
- Indemnity
- Syndication

Remember - an unfair contract for short term gain diminishes the profession

Use resources used during this lecture
and the resources available at the AOP
website . . .

. . . to create a hypothetical contract for your
work on this fashion project. This can go
straight into your folder.

Questions and answers