

PHOTOGRAPHY

ONE YEAR COURSE CONTENT & CURRICULUM

[INCLUDES BUSINESS MANAGEMENT & MARKETING]

Students will be exposed to thorough teaching by industry professionals through inspiring and captivating lectures, practical demonstrations, exciting field trips, as well as attend various outings to galleries. Students will also have the ongoing opportunity to work side-by-side a professional photographer in the field throughout the duration of the year.

TERM 1

[TUE 09:00 - 13:00] PHOTOGRAPHY

[1] The history of photography [2] Camera functionality [3] Lenses, filters, light and lighting techniques [6] Understanding exposure [7] Composition [8] Visual literacy [9] Landscape photography [10] Colour photography: Colour contrast/harmony [11] Evaluation of assignments: Feedback and critique.

[BLACK & WHITE DARKROOM TECHNIQUE] [1] Film development [2] Making contact sheets [3] Printing [4] Basic manipulations [5] Black & white prints [6] Touching up and presenting final images [7] Evaluation of final prints.

[PLEASE NOTE] Darkroom chemicals and a limited amount of black & white photographic paper will be supplied. A roll of black & white Ilford FP4 film is needed - this is for students own expense. Students will make use of a fully equipped darkroom for the duration of this module.

TERM 2

[TUE 09:00 - 13:00] PHOTOGRAPHY [THUR 09:00 - 11:00] PHOTOSHOP

[1] Shape and form, pattern and texture [2] Low light photography [3] Motion blur photography [4] Abstract photography [5] Cross processing [6] Infra-red photography [7] Star trail photography [8] Sport photography [9] Children photography [10] Weddings [11] Rock concert photography.

[ADOBE PHOTOSHOP] Image editing and post processing skills for digital photographers to enhance images.

TERM 3

[TUE 09:00 - 13:00] PHOTOGRAPHY [WED 09:00 - 11:00] BUSINESS MGMT & MARKETING [THUR 09:00 - 11:00] LIGHTROOM

[1] Social documentary [2] Food photography [3] Architecture [4] Flash technique [5] Fashion on location [6] Time-lapse photography [7] The picture story [8] Photojournalism [9] Long and multiple exposure photography [10] Shooting the full moon [11] Revision.

[ADOBE LIGHTROOM] Image editing, post processing and workflow skills for digital photographers.

TERM 4

[WEEKDAYS 08:00 - 17:00] THE PHOTOGRAPHIC STUDIO

During this term students will no longer have Tuesday morning photography lectures, but will be taught on an individual basis in the studio. From a timetable, students will be able to choose either a morning session or an afternoon session that suits them, bearing in mind the sessions of their fellow students.

[1] The beer bottle [2] The wine bottle [3] The spirit bottle [4] The perfume bottle [5] Jewellery [6] The still life [7] The character portrait [8] The self portrait [9] Fashion [10] The assistant photographer.

Students are expected to complete a number of practical assignment as homework in their own time. A certificate of competence will be awarded to students upon completion of this one year photography course.

[YOU WILL NEED] A 35mm DSLR camera with manual override function; A sturdy tripod; A film camera [required for use in the 1st term only]; An external flash [required from the 3rd term] and a laptop loaded with and capable of running the required software programmes. If necessary, students can obtain a 30 day trial version of each software package from Adobe's website.

BUSINESS MANAGEMENT & MARKETING COURSE CONTENT & CURRICULUM

[INCLUDED WITH PHOTOGRAPHY AND/OR GRAPHIC DESIGN]

In this course students will learn how to effectively manage a photographic and/or graphic design business, as well as how to successfully advertise, market, and promote their services and skills.

TERM 3

[WED 09:00 - 11:00] BUSINESS MANAGEMENT & MARKETING

[1] Introduction to business management [2] Introduction to marketing [3] Vision discussion [4] A service or product based model [5] Creating a marketing plan [6] The power of a portfolio [7] The key to integrated marketing success [8] Treating your occupation as a job [9] Meeting is surely marketing [10] The audience and addressable market [11] The official business plan [12] The online marketing funnel [13] Conversions and leads [14] SWOT analysis [15] The website gets the job [16] Business location: The perfect "looker" [17] How expert's opinions build a solid business structure [18] Business entities and gear [19] Build your SEO [20] Be-friend social media [21] Setting rates and overcome the booking issue [22] Good workflow equals great service [23] Incorporating existing products [24] Guarding your cash flow [25] Opportunity and business costs [26] Play it safe with the law [27] Taxes and insurance [28] Hiring an agent [29] The marketing footprint and advisory group.



THE CRUCIAL INGREDIENT?

...to get up and do something...

"Your work is going to fill a large part of your life, and the only way to be truly satisfied is to do what you believe is great work. And the only way to do great work is to love what you do. If you haven't found it yet, keep looking. Don't settle. As with all matters of the heart, you'll know when you find it."

because the
true entrepreneur is both a
DREAMER & DOER

[QUOTES BY STEVE JOBS AND NOLAN BUSHNELL]

[PLEASE NOTE] This business management and marketing course is included with all of our full-time day classes. Unfortunately none of our night classes are inclusive of this course.