

Digital Photography

Training for today's modern photographer.

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Digital Imaging

Description

Digital Imaging and Illustration educates the student in the technology and tools used in a modern creative design environment. The module will be taught using the most popular graphic design software for digital images, Adobe Photoshop and feature applied projects at the centre of the learning process. Students will be exposed to the practices and digital imaging methods utilized by designers and photographers alike.

Skill Objective

Students completing this module will be able to design professional images and prepare them for publication on the Internet and in print. This course includes instruction in:

- Importing images into Photoshop and using the File Browser
- Working with color making color corrections and managing color consistency
- Using Photoshop selection tools
- Using Photoshop layers
- Transforming and retouching images
- Drawing and painting
- Manipulating channels and masks
- Working with paths in Photoshop
- Applying filters for special effects
- Creating text in Photoshop
- Saving and exporting images
- Color management

Introduction to Photography

Description

Introduction to Photography focuses on the beginning elements of photography including camera operation, composition, lighting and exposure. Students apply modern auto-focus digital camera features and techniques to create their first professional images.

Skill Objective

Students will learn:

- History and overview of photography
- What is Light and its characteristics
- How lenses work
- Focal length and perspective of differing lenses
- Overview of traditional camera and digital camera formats
- Photographic lighting principals
- Basic composition
- Choosing an ISO setting
- Determining the proper exposure
- Overview of traditional film processing and it's digital counterpart
- Auto and manual focus
- Using the electronic flash
- Photographic filters
- Presenting finished work

The Digital SLR Camera

Description

The SLR (single lens reflex) camera is the tool of choice for the professional photographer. New digital technology has merged the traditional SLR with computer technology that allows photographers to create digital images with the same creative control that was previously associated only with traditional film cameras. As with all technologies the cost of entry for end users has decreased while quality and control has increased dramatically. Digital SLR's are rapidly replacing their film counterparts. The Digital SLR Camera covers the features included in and use of modern SLR cameras and accessories.

Skill Objective

Students will be familiar with the features included and function and operation of the modern digital SLR camera:

- Power, batteries.
- Using the SLR body and removable SLR Lens
- Shutter, aperture, focus and shutter release
- Using automatic and manual focus controls
- Using manual and automatic exposure controls
- Taking advantage of exposure compensation
- Removable storage media
- Transferring image files to the computer
- Wide angle, standard, telephoto and zoom lenses
- Electronic flash and lighting accessories
- Using the built in LCD display

Advanced Digital Imaging

Description

This module focuses on image adjustment and correction techniques that will make the digital photographer more proficient. It focuses on major issues that photographers commonly encounter and identifies the method used to improve the apparent quality of the image.

Skill Objective

Students completing this module will explore advanced techniques:

- Advanced Photoshop File Browser options
- Advanced cropping and resizing
- Correcting problems with images imported from digital cameras
- Advances color correction techniques
- Advanced masking techniques
- Professional portrait retouching
- Correcting body imperfections
- Popular special effects for commercial images
- Advanced sharpening techniques

Advanced Photographic Technique

Description

Advanced Photographic Techniques explore in depth the areas of aperture, shutter, lighting and composition and how they are manipulated in the creation of professional commercial images.

The aperture and shutter are the two control elements that the photographer uses to control the exposure of their image. The aperture is the element that determines the amount of light allows through the photographic lens. The shutter controls the duration of each exposure. Together they allow the photographer to control overall exposure. Changes in aperture also affect depth of field in any given image. Shutter speeds also determine the photographer's ability to stop action.

Photographers combine professional composition and light techniques to achieve dramatic results. Lighting characteristics can be varied in intensity, color and direction while composition combines the placement of subject, background and foreground to tell the photographers story. In this module students will learn about common lighting and compositional situations and will provide them with techniques to take advantage of these situations.

Skill Objective

Students will learn about:

- Controlling Incandescent Light an Daylight
- How to determine proper flash exposure
- Mixing flash and ambient exposure
- Lighting angles
- Color temperature
- Subject Identification
- Backgrounds and Foregrounds
- Creative Composition
- Controlling depth of field
- Hyperfocal distance
- Bracketing
- Use shutter speed to stop action
- Panning to create motion
- Creative slow shutter techniques
- Still/Product Photograph
- Commercial Images
- Shooting in low light situations

Portraiture

Description

Most photographers make a living primarily from taking photographs of people. Portraiture explores the most common and commercially profitable assignments that professional photographers encounter.

Skill Objective

Students will be taught creative portraiture techniques to enable them to produce commercially successful portraits including:

- Choosing studio equipment
- Working in a commercial studio
- Lighting: key, main, fill and background light balancing techniques
- Controlling aperture, shutter and exposure for creative effect
- Creative posing techniques
- Filtering for special effect
- Shooting schools, groups and families
- Techniques for shooting children
- Artistic and glamour photography
- Presenting finished portraits
- Promotion and selling techniques for portrait photographers

Event Photography

Description

Event photography looks at the requirements of photographing and documenting events such as weddings, conventions, stage performances and sporting events. Event photography is challenging and often requires shooting in a time sensitive environment. Students will explore the challenges involved in producing memorable images under pressure. This module main emphasis is on wedding coverage as it is the most common and lucrative of events that the studio photographer will cover.

Skill Objective

Students will learn to work proficiently as an event photographer. Students will learn:

- The event shot list
- Preparing your equipment
- Managing groups and events
- Managing the wedding shoot: ceremony, service, formals and reception
- Proofing and presenting a finished wedding album
- Photographing stage events
- Shooting sporting events
- Proofing and presenting event packages

Scenic Photography

Description

Scenic photography provides an opportunity for the commercial photographer to concentrate on the purely aesthetic concerns of creating interesting scenic photographs. Scenic Photographs require an understanding of natural light, composition and creative filters to produce dramatic scenic images.

Skill Objective

Students will receive instruction and work through assignments in working with the following:

- Choosing a the right equipment
- Learning to see photographic opportunity
- Understanding light and color for landscape photography
- Landscape composition
- Warming, graduated and polarizing filters
- Identifying subjects in landscape compositions
- Commercial opportunity for scenic photographers
- Building a stock library of scenic images

The Commercial Photographer

Description

Commercial photography is a business that can be profitable and creatively rewarding profession. The Commercial Photographer teaches students about the business aspects of owning a commercial studio. Students will be required to compile a commercial portfolio of work suitable for soliciting commercial work from clients.

Skill Objective

- Understanding the photographic marketplace
- Setting up a studio
- Working on location
- Pricing and quoting photographic assignments
- Working with clients
- Marketing your portrait photography services
- Marketing your wedding photography services
- Soliciting school, group and team photography
- Web site promotion
- Proofing photographs
- Printing and delivering final product to customers
- Archiving images
- Copyright and rights management
- Photographic guilds and organizations
- Working toward your PPOC/MPPA credentials