

# PROFESSIONAL BIENNIAL PHOTOGRAPHY COURSE

Let's have a look around us. We are surrounded by images. Images that tell stories, that describe and that causes emotions. This images can communicate. In the society we are living, where the image has a big importance, the photographer's role gains a totally central position. This role is fascinating and complex and consists of talent and craft.

Nowadays it is no longer enough to be able to take a picture. The professional photographer is required to have **not only technical but also semantic and aesthetic competences**. Images must communicate according to specific cultural and commercial expectation.

## EDUCATIONAL OBJECTIVES AND DIDACTICS METHODOLOGY:

Through the **two-years professional course**, IIF shoots for providing a **deep knowledge of both techniques and photographic materials**. The true strength is the ability to convey to the students the **creative sensitivity** and the **critical vision** that are key elements in order to transpose the trends and the values of the current society into images.

Being a professional photographer means to have the opportunity to confront oneself with stimulating and advanced universes: fashion, publicity, design, internet, reportage, editorial, narrative but also art direction, art buying, styling and cinema. Studying photography means to get ready to perform an extremely dynamic profession.

The didactic approach foresees a **professionalizing theoretical/practical approach** that ranges from the major languages of the world of photography (portrait, still life, fashion, artistic nude, reportage, landscape, food, beauty, visual communication, photo editing, video making, etc.). The teaching of the course is enriched by the **participation of students in exhibitions, publications and photographic festivals and by the realization of commercial photographic projects** for real customers, offering students the opportunity of concrete encounter with the working realities.



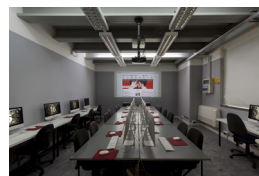
## IIF ART SIDE

Artside-IIF organizes exhibitions and public events to give visibility to its talents, believing that training does not end in the classroom but grows within the communal visual culture.



## IIF PRODUCTION

Production is a photographic agency that realizes projects for its clients, providing the best IIF photographers an important business opportunity.



## STUDIOS AND EQUIPMENT

The IIF headquarters, which extends over two floors for a total of about 700 square meters, has a photographic studio with a kitchen for food shots, two large studios with separable rooms, two other day-light studios that can be transformed into areas dedicated to theory lessons and a computer room equipped with iMac with Adobe cc suite and professional scanners for negatives. The studios are equipped with professional studio equipment (Profoto, Arri, Manfrotto and laniro).

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## STUDY PLAN / 1° YEAR

The didactics has been structured and organised to provide **valid basic preparation** with an **excellent balance of theoretical lessons and practice**. During the academic year the topics that are discussed concern the visual communication and the history of photography, photographic techniques. Starting from the first few weeks practical portrait and still-life lessons are held in the studio. The first months of lessons take place on an **analogue optical bench** and then switch to digital shooting.

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### THEORY OF TECHNIQUES 1:

- physical and optical elements, cameras analysis: characteristics, formats, use
- light measuring systems
- analogical photography: films and formats
- the optical bench: decentring and balancing
- digital photography
- solutions to technical problems in photography
- personal project

### VISUAL COMMUNICATION 1:

- image composition
- elements of psychology of visual perception
- history of photography
- elements of the history of art
- critical interpretation of images

### PROJECT REALIZATION 1:

- to look, to see beyond, to see inside, tuning with the subjects
- interpretation, techniques
- after shot: completion and presentation
- the project as a research

### DIGITAL POST PRODUCTION 1:

- digital treatment of images: files, scanners, printers
- introduction to Adobe Photoshop Lightroom

### LANDSCAPE:

- aesthetics and research
- shooting techniques: materials and use of analogical or digital equipment, the choice of the composition, of detail, of light
- interpreting the landscape
- interpretation of the images produced
- planning a project for an exhibition

### PORTRAIT 1:

- photographic studio, lights and equipment for the set up of portrait sets
- practice on the main technical lighting layouts for models
- use of black and white and colour films and digital cameras
- outdoor portraits
- assessment of the images taken: how to present the final images

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## STUDY PLAN / 1° YEAR

### SELF-PORTRAIT 1:

- lights and equipment for the set up of portrait sets
- self presentation: single image and sequence
- shot and composition
- self image related to the landscape and to the location
- critical interpretation of the images

### STILL LIFE:

- mobile large format cameras: use of the traditional optical bench for shots in the studio
- light and composition in the photography of objects
- practice on illumination techniques with Polaroid films and 4x5" transparencies
- publicity, editorials, creative: analysis of different types of still-life and exercises in the studio

### PHOTOGRAPHY OF EVENTS, STREET AND REPORTAGE:

- introduction to outdoor photographic genres
- how to behave outside the studio
- ceremony and show photography
- construction of a photographic story
- shooting equipment and materials

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## GENERAL INFORMATION / 1° YEAR

**DURATION:** From October 2020 to June 2021

**FREQUENCY:** 5 days per week, from Monday to Friday

**LESSONS DURATION:** 3 hours of theory; 3 hours of practical lessons plus one hour for exercises with the assistant.

**TIMETABLE:** from 09:30 a.m. to 12:30 a.m. / 1:30 p.m. or from 2:30 p.m. to 5:30 p.m. / 6:30 p.m.

**FINAL CHECK:** At the end of each year a "presentation" will be carried out with a specific teacher. The final marks let the student access to the second year.

In case of personal problems, presentation may be advanced or postponed with the compensation of costs by the candidate.

Frequency is obligatory for 80% of the lessons.

**PARTICIPANTS:** minimum number of participants is 10.

**WE PRIZE THE TALENT:** The student who at the end of the first year, having already enrolled in the second year, will be judged to be the most deserving and talented (chosen by the teaching staff and by the management on the basis of the average of the assessments and the portfolio reading) will obtain a **scholarship** worth € 2,400 for partial coverage of the second year tuition fee or for a photographic experience abroad.

## STUDY PLAN / 2° YEAR

Teaching is structured in seminars and represents the completion of the abilities acquired during the first year of the course. The programme includes constant controls in terms of technique and planning growth of the student and aims at **creating a personal portfolio**. Each seminar is held by a professional photographer in a specific field and concentrates on the following stages: **topic analysis, creation of the topic assigned, critical interpretation of images with assessment**. The second year is so structured in order to enable the students to increase the sensitivity, the critical and technical competences required to develop a personal style able to capture the reality and convey meanings.

### ART SIDE:

- at the end of the second year the two best projects will be selected to realize a Project Book, that will be part of an editorial series of the most original and visionary works, shown at the most important library and bookshop of Milan.
- at the end of the second year, within the subject "Projectuality 2", Artside will organize an exhibition. The images will be included in the "Expo book", the exhibition's catalogue.

### PRODUCTION:

- In order to promote its students and concretize their entry in the world of work, IIF offers to the second year best students the unique opportunity to have a web gallery in the section "Photographers" of the site Production. This site is addressed to companies and agencies that are looking for photographers whom they want to give photographic projects.

## STUDY PLAN / 2° YEAR

### THEORY OF TECHNIQUES 2:

- electronic flash: techniques of use in the studio and outdoors
- solutions to problems in analogical and digital photography
- video con la reflex

### VISUAL COMMUNICATION 2:

- a historical layout of photographic types: nude, landscapes, fashion, reportage
- languages and authors with a critical interpretation of images

### DIGITAL POST-PRODUCTION 2:

- advanced knowledge of Adobe Photoshop software for elaboration of images at a professional level
- exercises: photo correction with computer
- production of standards of images presentation
- digital photo-montage project

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## STUDY PLAN / 2° YEAR

### PORTRAITS 2:

- in studio: use of the flash light for sets of full bodies/demo set of full body with big objects
- commercial portraits, research, photograph exhibitions
- outdoors: composition and natural light
- location: use of mixed light
- critical interpretation of the materials produced

### VIDEO ACTING:

- staying in front of the objective
- perception of own body
- body language and relationship distances
- the interaction with the subjects

### PROJECT REALIZATION 2:

- from the topic to the idea and to photographic creation
- creative interpretation, the languages
- analysis of the work
- artistic photography: galleries and markets
- personal style and photographic vision

### BEAUTY:

- types of photographic shootings
- make up and hair styling
- equipment and materials for shots in studio
- exercise shoots in the studio with a model
- critical interpretation of the materials produced

### ARTISTIC NUDE:

- introduction to the genre
- analysis of techniques with vision of the images
- demonstration set of illumination sets with a model
- exercise shoots in studio with a model
- critical analysis of the images

### PHOTOEDITING:

- photo edito profession
- photo editor between vision and communication
- iconographic research
- ethical and legal issue

### LANDSCAPE 2:

- interpreting the landscape
- shooting with flash lights
- planning a project for an exhibition

## STUDY PLAN / 2° YEAR

### FASHION IN THE STUDIO AND OUTDOORS:

- different types of photographic services in fashion
- model and casting agencies
- professional figures from the team for the service
- make-up in fashion and beauty
- equipment and materials for shots
- fashion in the studio: flash light for white backgrounds and for other lighting layouts
- exercise shootings with a model
- outdoor fashion: a trip for demonstration sets in natural light and mixed light
- analysis of the images created: development of a personal style
- the editorial panorama and the professional portfolio

### REPORTAGE (GEOGRAPHIC AND DOCUMENTARY):

- the different kinds of reportage
- technique and equipment
- photographic stories
- the National Geographic method
- control of the images produced: how to present your work

### CINEMA & PHOTOGRAPHY:

- introduction to language and technique
- from neorealism to contemporary cinema
- direction of photography
- the direction, the cutting

### CURATING PHOTOGRAPHY:

- curatorial practices of contemporary photography
- exhibition project
- lighting techniques and preparation of spaces
- panorama of festivals and photo awards
- panorama of the world of galleries specialized in photography

### ENGLISH FOR PHOTOGRAPHERS:

- technical terms
- introduction and meeting management in English

### THE PROFESSIONAL WORLD OF MEETINGS RELATED TO:

- organising photographic activities
- social networks and self-promotion
- how to present your work
- meetings with the different kind of professional of the photographic field

# PROFESSIONAL BIENNIAL PHOTOGRAPHY COURSE

2020  
2022 SCHOOL

## GENERAL INFORMATION / 2° YEAR

**DURATION:** from half September 2021 to July 2022

**FREQUENCY:** 6 days a week, from Monday to Saturday.

**LESSONS DURATION:** 3 hours of theory; 3 hours of practical lessons plus one hour for exercises with the assistant.

**TIMETABLE:** From Monday to Friday, from 2:30 to 5:30 / 6:30 p.m. Saturday free practise. Some lessons may be held on different days and at different times compared with the calendar in order to facilitate an interdisciplinary approach or meetings with professionals.

**CHECKS:** At the end of each seminar each student is asked to organise a presentation of the materials to the teacher, which will be evaluated in thirtieths.

**ADMISSION TO THE FINAL EXAM:** This is only possible if the obligatory presentations defined for the subjects of the academic year underway have been passed. Furthermore, the number of absences accumulated during the year will be taken into consideration. Frequency is obligatory for 80% of the lessons.

**FINAL EXAM:** At the end of the course an internal commission chaired by a professional external photographer will evaluate the final Portfolio. In the event of personal problems, presentation may be advanced or postponed with the reimbursement of costs by the candidate.

**DIPLOMA:** Only issued once the final exam has been passed.

**EQUIPMENT:** each student is required to own a digital reflex camera.

**PARTICIPANTS:** minimum number of participants is 12.

### IIF COLLABORATES AND HAS COLLABORATED WITH:



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## ENROLLMENT AND PAYMENT

**REQUIREMENTS OF ADMISSION:** For admission to the 1st year no specific photographic skills are required. The requirements required are related to age, secondary school certificate and basic knowledge of Italian language.

In order to gain direct access to the second year, an interview with Management is necessary. The Direction, after having evaluated the level of technique/expression of the images presented, will select the suitable students. Material to be presented: a selection of approximately a dozen photographs taken in the studio (portrait and still life) and a dozen taken outdoors.

**MATERIAL FOR REGISTRATION:** Compilation of the application Form and delivery of the following documentation:

- receipt of the enrollment fee payment (or the whole price of the course to obtain the document to obtain the Visa)
- a photocopy of a grammar school certificate or equivalent
- a photocopy of any form of identification
- a photocopy of the tax code
- Visa (for foreign students)

**LANGUAGE:** All lessons are held in Italian

**LOCATION:** Via Enrico Caviglia 3, Milan - Italy

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### PRICE AND METHODS OF PAYMENT:

1st Year = € 7.000,00

2nd Year = € 7.900,00

**APPLICATION FEE:** The application fee for each year is €1.500 to be paid with bank transfer upon compilation of the application form.

### METHOD OF PAYMENT OF THE SETTLEMENT:

- Balance one week before the beginning of the course in an unique solution
- By 4 instalments: from September to December (instalments are to be intended without interest).

The number of participants to the course is limited. Registration will be possible subject to availability.

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### FOR FOREIGN STUDENTS: If the enrollment certificate is required to get the Visa:

- please before applying for the course be sure with the Embassy about what documents are supposed to be submitted to obtain the VISA (even the documents that the school must give and the requirements that the school and the course must have to get the VISA).
- please pay the whole year fee (€ 7.000 for the first year, € 7.900 for the second one) with bank transfer and send us the receipt of the payment together with the application form.