

KICKOFF PHOTOGRAPHY COURSE

This course is dedicated to those who want to have a first approach to the world of digital photography, both indoors and outdoors, starting with the basics of photographic technique. The various photographic genres will be addressed by the portrait in studio and in a "household" - considering the use of tools and equipment available to the students - and the landscape, intended as a research of expression through special technical languages. Moreover it will be developed a section devoted to reportage. This in order to learn a first approach, to build possible photographic service, through exercises "in the field" and the introduction to topics of photo editing.

DURATION: 6 March - 22 May 2018

COST: € 550 VAT included

LOCATION: Italy, Milan, via E.Caviglia 3

FREQUENCY: 12 lessons, 1 evening per week (Tuesday), from 7:30 to 9:30 pm, plus 2 outdoor lesson on Saturday or Sunday

HOURS OF INSTRUCTION: 36 hours in total

LANGUAGE OF INSTRUCTION: English

CERTIFICATE ISSUED: Certificate of attendance

TOPICS

THEORY OF TECHNIQUE: 2 INTERVENTIONS

- small and medium-format cameras
- lighting equipment for shooting
- light metering systems, digital photography

PORTRAIT: 3 INTERVENTIONS

- studio characteristics, shooting in photographic studio with a professional studio lighting
- accessories and lighting schemes and use of window light for portrait
- critical reading of the images

LANDSCAPE: 2 INTERVENTIONS + 1 OUTDOOR LESSON

- elements of composition,
- shooting technique and equipment
- critical reading of the images

REPORTAGE: 2 INTERVENTIONS + 1 OUTDOOR LESSON

- shooting technique
- street photography
- planning and executing of the reportage and guided exercises outdoors
- critical reading of the images

PHOTO EDITING: 1 INTERVENTION

- introductory elements of photo editing
- early approaches to the principles of image selection and construction of the photographic story
- digital imaging and archiving
- first approach and use of photographic software Lightroom

* all lessons are both theoretical and practical

**EVENING
COURSE**

2017
2018



ph: Francesca Todde

REQUIRED EQUIPMENT:

- Camera with manual mode with Memory Card and Battery compatible with your camera
- Battery charger
- Optional: USB Key or external hard drive to facilitate file transfer

HOW TO ENROLL:

- Complete the Enrollment form online
- Provide a copy of your passport or identity card
- Pay the enrollement fee

NUMBER OF PARTICIPANTS: The minimum number of participants for the course to initiate is 6 people. Maximum number is 15. We will confirm by 23 February 2018 the initiation status of the course. In the event the the course does not initiate, enrollment fees will be 100% refunded.

METHOD OF PAYMENT: cash, check or bank transfer (**the instructions for the payment will be sent via email after compilation of the enrollment form**)

OPTIONS FOR PAYMENT:

- Single payment of the **€ 550** by 13 February 2018
- **Enrollment fee of € 150** due upon enrollment (non refundable)
- **Tuition fee of € 400** the week preceding the start of the course or in two installments, the first installment week before the start of the course, the second a month later.

EARLY BOOKING

You can save 60 euros on the course fee if you make the full payment by December 20th 2017. This means that the course price reserved for early enrollments would be 490 euros instead of 550 euros, tax included.

For more info contact:

Istituto Italiano di Fotografia - IIF in English

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**EVENING
COURSE**

WHY STUDY AT THE ITALIAN INSTITUTE OF PHOTOGRAPHY?

2017
2018

IIF
in English

ph: Giulia Bertuletti

Italian Institute of Photography is a school leader of vocational training, able to provide solid preparation, sensitivity and contemporary photographic language and cross cultures, boundaries, markets. It's structured in three sections for a single goal: to train professionals. Three realities in one, that complement each other and are functional:

SCHOOL - Professional photography courses and evening classes since 1993.

ARTSIDE - Exhibitions, publications and events to showcase the talents of the Italian Institute of Photography

PRODUCTION - Photographic production agency that develops projects for its customers, offering the best IIF photographers an opportunity to meet with the professional world.

Production's clients include:

Orchestra Università Statale di Milano, ATM, Ermenegildo Zegna, Teatro alla Scala di Milano, Mipel, Fujifilm Italia, Gruppo Sintesi, Visa, Saporiti Italia, Illy Caffè, McDonald's, Barilla, Costa Crociere

IIF in English is the international department of the Italian Institute of Photography and offers photography courses in English. The department recognizes the importance of both 'global' and 'local' and has developed its philosophy, programs and partnerships based on this dual concept.

IIF in English embraced and is practising the method and philosophy already applied by Istituto Italiano di Fotografia from 1993 and represents a point of reference for the new talented photographers and professionals who are already affirmed. The strongly practical method and approach offers an innovative way to guide young people in the world of photography.

FOR ALL OUR ENROLLED STUDENTS WE RESERVE THE RIGHT TO THE CONVENTIONS WITH:

- Accommodation Suggestions
- Medical Center
- Institute of Italian Language and Culture

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Our collaborations include:



PHOTO AID

FRIGO

ISTITUTO ITALIANO DI FOTOGRAFIA
SCHOOL PRODUCTION ART Side

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