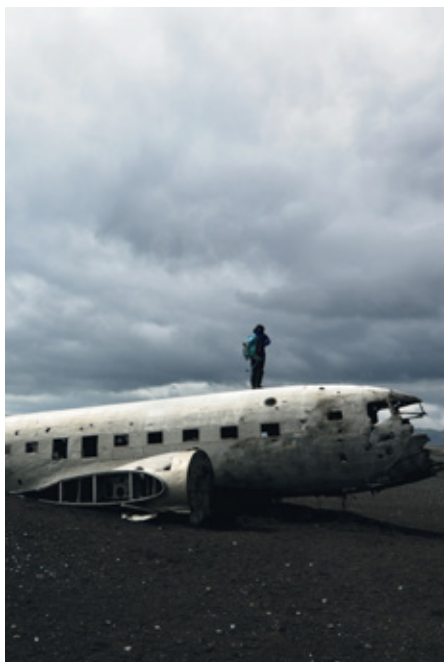


# BASIC PHOTOGRAPHY

## SUMMER COURSE



# BASIC PHOTOGRAPHY

This course is a **first approach to indoor and outdoor digital photography**. It starts from the basics of **photographic techniques** and touches upon several photographic genres. The photography genres that will be studied are **portrait** (both in studio and in a “home-like” setting) and **landscape** photography.

One class will be dedicated to **reportage**, with a focus on **street photography**. Students will have the chance to practise different genres and learn how to organise a photo shoot, and they will start learning about **photo editing**.

**COURSE DATES:** JUNE 20, 2022 – JUNE 29, 2022

**SCHEDULE:** 1° WEEK from Monday to Thursday, 2° WEEK from Monday to Wednesday.

**Total amount of hours: 45**

- » Classes: 10:00-13:00 and 14:00-17:00
- » 3 outdoor classes - 2 in the morning and 1 in the evening

All classes are both theoretical and practical.

**Language of instruction: English**

**LOCATION:** Istituto Italiano di Fotografia, via Enrico Caviglia 3, Milan (Italy)

## TOPICS:

### PHOTOGRAPHIC TECHNIQUE - THEORY:

- » Small and medium-format cameras
- » Lighting equipment for photo shoots
- » Light measurement systems in digital photography

### PORTRAIT:

- » Features of a photography studio
- » Lighting patterns
- » Using window lights for portrait
- » Studio photo shoots with professional lighting

### LANDSCAPE PHOTOGRAPHY:

- » Composition
- » Shooting technique and equipment
- » Critical analysis of images
- » Guided outdoor photo shoots

### REPORTAGE:

- » Shooting technique
- » Street photography
- » Planning and doing a reportage
- » Critical analysis of images
- » Guided outdoor photo shoots

### PHOTO EDITING:

- » Basics of photo editing
- » Principles of image selection and storytelling
- » Digital imaging and storage
- » A professional photo editor: Lightroom

**NUMBER OF PARTICIPANTS:** The minimum number of participants is 4. The maximum number is 12. We'll confirm the course activation enrolled students by May 23, 2022. This way, you will have the time to organise your travel. If the course isn't activated, course fees will be refunded in full.

**PREREQUISITES:** This course is **for beginners**, so there are no prerequisites.

## **REQUIRED EQUIPMENT:**

- » A digital camera with manual mode, a memory card and batteries compatible with your camera
- » A battery charger (and an adapter to European socket, if your charger doesn't have an Italian plug)
- » Optional: a USB flash drive or hard drive to facilitate file transfer

**CERTIFICATE:** Certificate of attendance.

**PRICE:** 800€ (taxes included)

## **HOW TO PAY:**

**Methods of payment:** cash, check or bank transfer (instructions for the payment will be received via email upon filling in the enrollment form).

### **Payment options:**

- » Option 1: a single 800€ payment when applying (by May 9, 2022)
- » Option 2: pay the 200€ enrollment fee when applying; pay the 600€ balance by May 9, 2022

## **HOW TO ENROLL:**

- » Fill in the online Enrollment form
- » Provide a copy of your passport
- » Pay the course fee by May 9, 2022

**WITHDRAWAL:** Students can withdraw from the course at any time. Enrollment fees are not refundable. The refunded amount depends on when the student will withdraw. If you withdraw from the course, you will receive:

- » a full refund (the enrollment fee is not included), if you withdraw by April 22, 2022
- » a 50% refund (the enrollment fee is not included), if you withdraw by May 6, 2022
- » no refund, if you withdraw after May 7, 2022

## **WHY SHOULD YOU STUDY AT ISTITUTO ITALIANO DI FOTOGRAFIA?**

Istituto Italiano di Fotografia (IIF) is a leading school in the photographic industry, and IIF in English is its international department. Knowing how important it is to provide students with both a global and a local point of view, a few years ago IIF decided to open the school to English-speaking students.

IIF is an avant-garde and multifunctional school, and it sees photography as an innovative expressive language. Therefore, it provides its students with solid training and artistic sensitivity, and teaches them contemporary photography languages to communicate across cultures, borders and markets.

IIF consists of three different sections, but each of them has the same goal: training professional photographers. The three sections are:

**SCHOOL** - Vocational photography courses and evening classes since 1992.

**ARTSIDE** - Exhibitions, publications and events to showcase IIF talents.

**PRODUCTION** - A Photo Production Company that develops projects for its clients, offering the best IIF students a chance to enter the labour market.

Some of our clients are: Ermenegildo Zegna, Teatro alla Scala di Milano, Mipel, Fujifilm Italia, Nokia, Visa, Illy Caffè, McDonald's, Barilla, Costa Crociere.

## **PROFESSOR SARA GENTILE:**

After graduating in Industrial Design from Politecnico di Milano, Sara graduated with honours from Istituto Italiano di Fotografia. She has worked as a professional photographer for more than 10 years, focusing mainly on still life photography. Besides being a successful photographer, Sara also works in the academic field. From 2005 to 2016 she was honoured with the title of expert on photography by Politecnico di Milano (Design department). She teaches the extracurricular course in photography at Naba (Nuova accademia di belle arti di Milano), and she teaches basic, still life and food photography at Istituto Italiano di Fotografia. She has been working on several professional and artistic projects with artist Francesco Jodice for a few years. She is the founder, art director and photographer of STUDIO KIND, a creative studio based in Milan. Some of her clients are: Lorenz, Montegrappa, Moleskine, Colmar, Casadei, Gruppo Indetex.



ISTITUTO  
ITALIANO  
DI  
FOTOGRAFIA



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Coordinator of IIF in English

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