

FOOD PHOTOGRAPHY

SUMMER COURSE



2021
2022

FOOD PHOTOGRAPHY

This course is aimed at those who already know basic photography techniques and want an insight into food photography. Students will learn how to **organise the creative process**, starting from **drafting the project**, to carrying out some **research work** about a specific topic, to **planning the photo shoot** to **postproduction**. They will also have the chance to **shoot and work with several professionals** that work in the food and photography industry. While shooting, students will have the chance to **try different techniques and pieces of equipment** used for professional photographic and editorial projects. They will learn **how to realise a studio food photo shoot** and how to choose the best options to create professional photographs in a short time in any setting.

COURSE DATES: : JULY 2, 2022 – JULY 6, 2022

SCHEDULE: classes will be both in the morning and in the afternoon: 9:30-12:30 and 14:00-17:00.

Total amount of hours: 30

All classes are both theoretical and practical.

Language of instruction: English

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

TOPICS:

- » Introduction: the history of food in art and photography
- » Knowing your food: types of food, types of cooking (and timing), ingredients
- » Revision of the basics of photography
- » Lighting for food photography
- » Project management
- » Finding an idea
- » Carrying out some research
- » Lay-out and planning
- » Shooting
- » Postproduction and editing
- » Elements of still life: tips for food photography
- » Doing an editorial photo shoot
- » Doing an adv photo shoot
- » Editing and postproduction

NUMBER OF PARTICIPANTS: The minimum number of participants is 4, the maximum number of participants is 6. We'll confirm the course activation to enrolled students by June 6, 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:

- » Good photographic skills and knowing how to shoot manually (es. knowing about aperture, time, exposure)
- » Knowing the principles and function of photographic composition
- » Knowing how to manage files (raw and jpg)
- » Knowing how to use Adobe Photoshop

REQUIRED EQUIPMENT:

- » A digital reflex camera; 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).

Enrollment fee: to be paid when enrolling (the enrollment fee secures your place in the course and is not refundable).

Payment options:

- » Option 1: a single 800€ payment when applying (by May 23, 2022)
- » Option 2: pay the 200€ enrollment fee when applying; pay the 600€ balance by May 23, 2022

HOW TO ENROLL:

- » Fill in the online Enrollment form
- » Provide a copy of your passport
- » Pay the 800€ course fee by May 23, 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 May 6, 2022
- » a 50% refund (the enrollment fee is not included), if you withdraw by May 23, 2022
- » no refund, if you withdraw after May 24, 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.

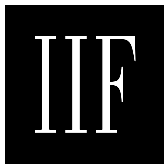
ARTSIDE - Exhibitions, publications and events to showcase IIF talents.

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



Caterina Santini
Coordinator of IIF in English

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