

BASIC PHOTOGRAPHY

SUMMER SESSION



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), **landscape** photography, **still life** 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: MONDAY JULY 3, 2023 – FRIDAY JULY 7, 2023

SCHEDULE: from Monday to Friday.

» Classes: **10:00-13:00** and **14:00-17:00**

» **3 outdoor classes** - 2 in the morning and 1 in the evening (19:00-22:00)

TOTAL AMOUNT OF HOURS: 33h of classes with a professor.

Language of instruction: English

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

TOPICS:

THEORY OF PHOTOGRAPHIC TECHNIQUE:

- » small and medium-format cameras
- » lighting equipment for photo shoots
- » light measurement systems in digital photography

PORTRAIT:

- » features of a photography studio
- » lighting patterns for studio portraits
- » using window lights for portrait
- » shooting with continuous light and with flash

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 AND POSTPRODUCTION:

- » 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 June 19, 2023. 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: 600€ (taxes included)

HOW TO ENROLL:

- » Fill in the online Enrollment form
- » Pay the course fee by June 16, 2023
- » Send the receipt of your payment to study@iifmilano.com (and a copy of your passport/ID if you need a visa)

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 600€ payment when applying (by June 16, 2023)
- » Option 2: pay the 200€ enrollment fee when applying; pay the 400€ balance by June 16, 2023

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 29, 2023
- » a 50% refund (the enrollment fee is not included), if you withdraw by June 12, 2023
- » no refund, if you withdraw after June 12, 2023

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.

Caterina Santini
Coordinator of IIF in English

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