

FASHION PHOTOGRAPHY

SUMMER SESSION



Ph. Irma Piccitto, Alice Jankovic, Francesca Binda.



ISTITUTO
ITALIANO
DI
FOTOGRAFIA

2022
2023

FASHION PHOTOGRAPHY

This course brings together the **key concepts of photography and fashion** to provide students with a 360 degrees training in fashion photography. By teaching **technical photography skills** but also offering an **insight into the fashion industry**, this course gives students a comprehensive understanding of fashion and the **role a fashion photographer has within this industry**. In order to provide students with an “insider” point of view, they will **study and work with professional fashion photographers, make-up artists and stylists, and model agencies**.

COURSE DATES: MONDAY JUNE 26, 2023 – SATURDAY JULY 1, 2023

SCHEDULE: from Monday to Saturday.

From Monday to Friday classes will be both in the morning and in the afternoon; on Saturday you will have a morning activity only.

» Classes: **9:30-12:30 and 14:00-17:00**

TOTAL AMOUNT OF HOURS: 33h.

Language of instruction: English

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

TOPICS:

- » Understanding the key concepts and styles of Fashion Photography
- » How to use light and exposure in fashion photography, including studio and natural light
- » Shooting techniques for fashion photography and organising a fashion shoot
- » Studio and on-location fashion shoots
- » Fashion styles and trends
- » Hairstyles and make up in Fashion
- » Fashion collections: structure, timing, themes
- » Brand charter: what it is and why it's important for the photographer
- » Materials and fabrics
- » Model casting for a fashion shoot
- » Postproduction in Fashion photography
- » Meeting/working with professional fashion photographers and stylists

NUMBER OF PARTICIPANTS: The minimum number of participants is 5. The maximum number is 12. We'll confirm the course activation to enrolled students by June 12, 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:

- » 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 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: 650€ (taxes included)

HOW TO ENROLL:

- » Fill in the online Enrollment form
- » Pay the 650€ course fee by June 9, 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 650€ payment when applying (by June 9, 2023)
- » Option 2: pay the 200€ enrollment fee when applying; pay the 450€ balance by June 9, 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 5, 2023
- » no refund, if you withdraw after June 5, 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 EL BESHBIHI:

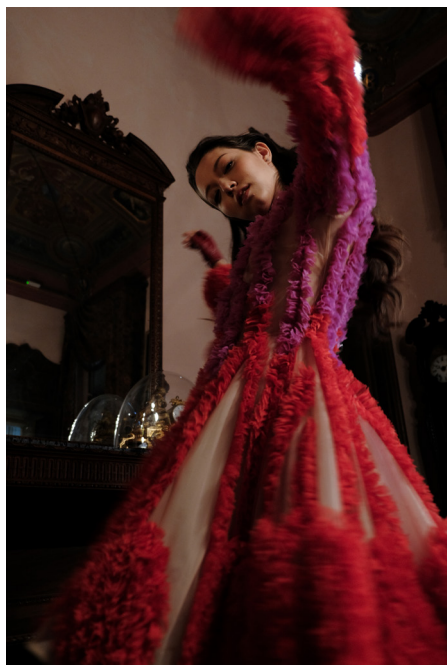
Sara El Beshbichi was born in Milan in 1990. A sicilian-egyptian aquarius with her head in the clouds, Sara showed great artistic sensibility from a very young age. Her love for beautiful things materialised in her study path. She went to Brera High School for the Arts, then she graduated with honors at Brera Academy with a thesis on nonverbal communication and photography. Later she enrolled in IIF Biennial Photography Course, where she worked for two years as a photo assistant.

Her passion for photography emerged during her studies, while her passion for fashion is the natural development of her aesthetic vision and artistic culture.

After her studies she started working as a graphic designer and postproducer for international fashion weeks. Now she works internationally as a freelance commercial and editorial photographer.



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Caterina Santini
Coordinator of IIF in English

Via Enrico Caviglia 3, 20139, Milan (Italy)
Tel: 02 58105598 | 02 58107623 | 02 58107139
study@iifmilano.com

Ph. Sara El Beshbichi, Alice Jankovic, Marco Arici.

www.istitutoitalianodifotografia.it