

PHOTOGRAPHY 101

EVENING COURSE



2023
2024

PHOTOGRAPHY 101

Photography 101 is a **first approach to digital photography**. It starts from the basics of photographic techniques and aims at providing the skills needed to use photography in everyday life. The course touches upon two photographic genres: **studio portrait** and **still life photography**. You will have the chance to shoot in a professional studio with professional equipment. Moreover, to give you a complete understanding of photography you will learn about **photo editing** and **post production**.

COURSE DATES: 13 NOVEMBER - 20 DECEMBER 2023

ATTENDANCE: Monday and Wednesday from 19:30 to 21:30 (for practical classes and free practice the studio will be available until 22:00), plus one afternoon of free practice on a Sunday.

SCHEDULE: 11 evening classes, 1 evening of free post production practice, 1 afternoon of free shooting practice in studio.

TOTAL AMOUNT OF HOURS: 22h of classes with a professor, 4h of free practice in studio.

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

STUDIO EQUIPMENT DEMO:

- » features of a photography studio
- » lighting equipment for photo shoots
- » light measurement systems in digital photography
- » lighting patterns
- » using window lights for portrait

STUDIO PORTRAIT:

- » lighting patterns for studio portraits
- » shooting with continuous light and with flash

STILL LIFE/FOOD PHOTOGRAPHY:

- » lighting for still life and food photography
- » photo equipment for still life photography
- » photo shoots with a layout

EDITING AND POSTPRODUCTION:

- » basics of photo editing
- » principles of image selection and storytelling
- » digital imaging and storage
- » a professional photo editor: Lightroom
- » review of the photos taken during previous classes

NUMBER OF PARTICIPANTS: The minimum number of participants is 5. The maximum number is 15. We'll confirm the course activation to enrolled students by Thursday, November 2 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.

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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: 430€ (taxes included)

HOW TO ENROLL:

- » Fill in the online Enrollment form
- » Pay the course fee by Monday, October 30 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 430€ payment by Monday, October 30 2023
- » Option 2: pay the 200€ enrollment fee when applying; pay the 230€ balance by Monday, October 30 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.

Caterina Santini
Coordinator of IIF in English

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