

# FASHION PHOTOGRAPHY

## SUMMER SESSION



**2023**  
**2024**

# 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 JULY 1, 2024 – SATURDAY JULY 6, 2024

**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 10, 2024. 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.

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**PRICE:** 800€ (taxes included)

**HOW TO ENROLL:**

- » Fill in the online Enrollment form
- » Pay the 800€ course fee by June 5, 2024
- » Send the receipt of your payment to [study@iifmilano.com](mailto: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 800€ payment when applying (by June 5, 2024)
- » Option 2: pay the 200€ enrollment fee when applying; pay the 600€ balance by June 5, 2024

**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:

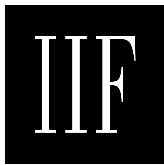
- » a full refund (the enrollment fee is not included), if you withdraw by May 3, 2024
- » a 50% refund (the enrollment fee is not included), if you withdraw by May 17, 2024
- » no refund, if you withdraw after May 17, 2024

**PROFESSOR SARA EL BESHBIHI:**

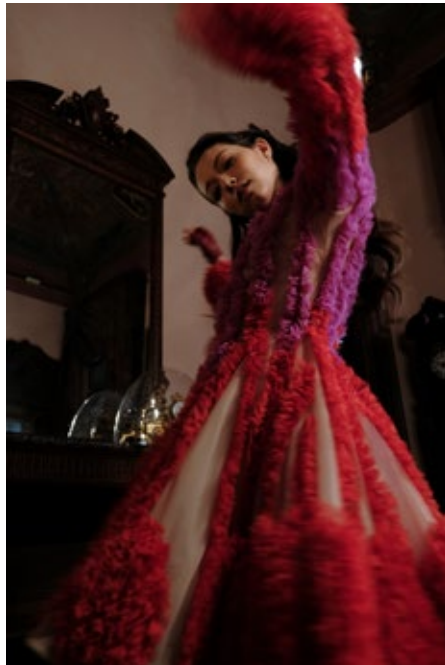
Sara El Beshbichi was born in Milan in 1990. A sicilian-egyptian aquarius with her head in the clouds, Sara showed great artistic sensibility from a very young age. Her love for beautiful things materialised in her study path. She went to Brera High School for the Arts, then she graduated with honors 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.



ISTITUTO  
ITALIANO  
DI  
FOTOGRAFIA



**Caterina Santini**  
Coordinator of IIF in English

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