

ADVANCED PHOTOGRAPHY

The Art of Seeing:

A photographer is paid for his ability to 'see different'.

Photography is all about 'Art of Seeing' & that is called visualization. This advanced course helps you learn to **Make a picture; not just Take a picture**. The photographic expertise you gain here make you create the images you have seen in the mind's eye.

In this unit you will explore different fields of Photography, lighting and camera set ups in order to give you the grounding that you need to shoot great, original images. We will expose you to as many variations in techniques as possible and challenge you to use new and creative approaches to your photography projects. Some of the areas covered are:

- Product photography
- Fashion photography
- Food photography
- The importance of lighting
- An introduction to post processing

Throughout the course you will complete four practical assignments designed to give you the expertise of field work & enable you to take up professional assignments to make a fortune

Assignment:

1. Outdoor daylight photography

- a. Student shall use strictly daylight (outdoor or indoor) to get his skill honed in gadget-free segment- The pictorial beauty worth appearing on calendar

2. Product shoot as self assignment

- a. Student shall use tabletop (artificial) lighting technique to bring life into a product suitable for packaging, carton or brochure

3. Trick photography

- a. Student shall use advanced camera technique along with artificial lighting (ambient or flash or mix lighting) to get an outstanding picture acceptable for editorial or ad

4. Viva voce

- a. Student shall attempt viva voce at the end of the semester (course) to showcase his postproduction (Photoshop) work & knowledge gained during the course