



An Introduction to Digital Photography

General overview:

These **hands on** work-shops are an effective means to quickly develop your interest and skills in basic digital people and product photography. They are run by **commercial photographers** who have experience in many aspects of the industry.

Applying a range of techniques to solve day-to-day issues, the workshops will help you appreciate and develop your interest to **achieve better results**.

Delegates will learn how to apply techniques in a creative and professional manner to enhance the production of promotional material for product or service related publications.

Topics Covered:

- Choice of equipment.
- Understanding camera controls
- Introduction to simple lighting techniques
- How to get the best images of your personnel
- How to make the most of your product images.

Rationale:

Photography as a subject has its own complete skill sets which take years to refine. These short workshops are designed to condense some of these skills into a clear step by step guide. The 'hands on' workshops allow you to play out some of these basic principles allowing your understanding and the quality of your images to improve.

Other linked courses:

Although digital images will be used on the course, the work is intended to be photographic and not PhotoShop based.

A natural progression would be to attend our PhotoShop courses using the work produced on these photography courses. This will help the image production process to be understood and allow the post production of the work to be approached in the right environment.

Who will benefit ?

The workshops are aimed at individuals who have a requirement to develop skills in simple digital photography. Marketing personnel, product managers and individuals who deal with image related publications would benefit from these courses.

Essentially the work-shops offer a direct means to improve an individual's understanding of basic photography. The workshops will give delegates a clearer understanding of the processes and demonstrate typical photographic scenarios. Suitable for delegates from a range of work environments, the practical work aims to assist people who deal with photographic images for print and electronic mediums as part of their day to day work.

Do I need any previous photography experience?

No experience is needed, although an interest in photography and an eye for detail, with some image related practice would be beneficial.



Each level of the workshops aims to:

- a) Introduce and develop an individuals understanding of photography both technically and creatively.
- b) Allow each individual to increase their confidence and apply the ideas
- c) The workshops are designed to cover both the theoretical and practical aspects of photography.

Workshops Available

Introduction level:

Individuals new to the techniques and routines.

- A 1 day introduction.
- A 2 day extended introduction, offering greater time and additional one to one support.

Intermediate level:

Some previous experience required or to follow on from the introduction level.

- A 1 day course developing previous understanding.
- A 2 day course offering an opportunity to explore a wider range of techniques and to refine existing practice.

For further details please ring 0870 345 9551