# Professional Photography

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| **Department / Programme:** | Continuing Education Programme |
| **Suggested Course Title:** **Course Code:** | Professional Photography PP-B1202023/1 |
| **Course Category:** | Non-credit |
| **Duration of the Course:** | 6 months (24 weeks): 144 hrs contact time (via 48 sessions) |
| **Tentative Start date:** | Sep 12, 2023 |
| **Course Days:** | Tuesday & Friday |
| **Instructor(s):** | Nomaan Bhatti, Mohammad Ali & Syed Wajih |

## Course Objectives:

The Professional Photography Diploma is designed to support aspiring and amateur photographers in developing the essential repertoire of skills and knowledge to start a successful career in photography. In six months, the course will comprehensively cover technical fundamentals, creative techniques, post-processing, and business aspects of the Indus- try. Participants will have extensive practice and hands-on experience under the guidance of instructors with impressive credentials and insights into various fields of photography.

By the end of the course, participants will have developed a professional portfolio, which will lead them to pursue their career pathway. More specifically, the course will encourage the participants to:

♦ Master the use of different camera settings, including aperture, shutter speed, and ISO, to achieve the desired exposure and creative effects in artificial and natural lighting conditions.

♦ Apply the principles of composition, such as the rule of thirds, leading lines, and framing, to create visually compelling and well-balanced photographs.

- Utilize various creative techniques, such as long exposure, shallow depth of field, and selective focus, to express artistic vision and evoke emotions in their photographs.

- Edit and enhance photographs using Adobe Photoshop and Lightroom to achieve professional-level results and maintain the integrity of the original image.

- Photograph a wide range of subjects, including portraits, landscapes, food, products, and events, with a strong understanding of each subject's unique requirements.

- Learn how to employ natural and artificial lighting effectively to create mood, highlight subject features, and control the overall atmosphere of the photograph.

- Pursue career opportunities in various sectors of photography, including freelance work, commercial photography, event coverage, and studio services.

- The week-wise distribution of sessions and their content is appended below.

## Teaching and Learning Methodology

The course is designed in a way that will provide extensive experiential and hands-on practice opportunities for every participant. Interactive sessions where instructors and participants will be engaged in critiquing, analyzing, and understanding techniques, as depicted in their own work and that of master photographers, will form the core methodology.

Group and individual assignments, on-site and on-set practice and demo sessions, along with guest speaker sessions and participation in photow- alks, will also be organized to develop participants appreciation of the vast field of photography.

## Assessment

While participants' progress will be gauged on a continuous basis, with instructors providing ongoing feedback for improvement, there will be a formal assessment of the course learning objective that will determine the successful completion of the diploma course and the awarding of a diploma certificate.

This entails:

◆ Online photo gallery or e-catalogue photography done in natural and artificial lighting (30% weightage)
◆ End of module presentation and jury (weightage 30%)
◆ Portofio exhibition at the end of the course (40% weightage, mandatory)

## Instructors' Profile

**Noman Bhatti** is an assistant professor at the IVS Communication Design Programme and is the lead instructor for the diploma in profes- sional photography offered under IVSS=CEP. He has acquired a Masters in Filmmaking from Kingston University, UK, and a Fin Art diploma from Karachi School of Arts, Pakistan. He has around 20 years of experience in teaching camera handling, conceptualizing new points of view, shooting on various cameras, and post-processing techniques. Nomaan has an eviable portfolio at large, but his grasp on technical knowledge and portraiture photography is called exemplary by photography gurus and students alike. He is passionate about teaching and pushing new bound- aries for creative expression using multiple media.

**Mohammad Ali** and **Syed Wajih** pursued their careers in photography after completing their academic degrees in engineering. Feeling unful- filled in their engineering careers, they acquired professional training in photography through a Professional Photography diploma from IVS-CEP and quite literally never looked back. In a span of five years, they have made their mark in the competitive market, where Wahih works on creative aspects of AMZ, One Step, and Syed Mohammad Ali works as the resident photographer of Khaddu Qlongside, a thriving e-commerce and product photography freelance project. Prior to this, both of them worked in the Image team at Brandverse, developing a forminable port- folio. Wajih also did a successful stint with OShpot Photography, focus- ing on wedding and event photography, while Alli pursued his interest in street and co-product photography.

## Weekly course plan & activities:

**Week 01:**
*Session 01:*
- ❑ Introduction to the course, weekly course plan, assignments, & final submission
- ❑ Lecture: Understanding Light: Basic Principles of Light
- ❑ Class Practice

*Session 02:*
- ❑ Exposure
- ❑ Lecture: The Exposure Triangle
- ❑ Demo: Aperture
- ❑ Class Practice & assignment

**Week 02:**
*Session 03:*
- ❑ Exposure
- ❑ Lecture: The Exposure Triangle
- ❑ Demo: Shutter & ISO
- ❑ Class practice & assignment

*Session 04:*
- ❑ The Camera
- ❑ Lecture: Metering Modes
- ❑ Demo: Exposing for Natural Light
- ❑ Class Practice & assignment

**Week 03:**
*Session 05:*
- ❑ The Camera
- ❑ Lecture: Metering Modes/White Balance - Basic camera settings and controls
- ❑ Demo: Shooting in different lighting conditions
- ❑ Class Practice & assignment

*Session 06:*
- ❑ Compositions
- ❑ Lecture: Rule of Thirds, Golden Ratio – directing the viewer's eye
- ❑ Demo: Applying compositional rules to create interesting angles and perspective
- ❑ Class Practice & assignment

## Week 04:
*Session 07:*
- ❑ The Colour Wheel
- ❑ Lecture: RGB vs CMYK, colour meaning & symbolism
- ❑ Class Practice & assignment

*Session 08:*
- ❑ Colour Theory
- ❑ Lecture: Colour palettes for emotion and drama
- ❑ Choosing a colour palette, working with different colour schemes
- ❑ Class Practice & assignment

## Week 05:
*Session 09:*
- ❑ Portraits in natural light
- ❑ Lecture: Depth of Space – The use of distance between characters, objects & the environment with relation to the camera location
- ❑ Natural Light – controlling and manipulating
- ❑ Demo: Shooting portraits in natural light
- ❑ Class Practice & assignment

*Session 10:*
- ❑ Portraits in available light using modifiers
- ❑ Lecture: Depth of Space – Lens choice/Deep focus vs Shallow Focus
- ❑ Available Light – controlling and manipulating
- ❑ Demo: Shooting portraits in available light – reflectors & diffusers
- ❑ Class Practice & assignment

## Week 06:
*Session 11:*
- ❑ Photo Editing
- ❑ Lecture: Colour correction
- ❑ Demo: Basics of Adobe Lightroom
- ❑ Class practice & assignment

*Session 12:*
- ❑ Photo Editing
- ❑ Lecture: Colour grading
- ❑ Demo: Advance techniques in Adobe Lightroom
- ❑ Class practice & assignment Suugested Week-wise Session Plan

## Week 07:
*Session 13:*
- ❑ Street Photography
- ❑ Lecture: Street Photography & Photojournalism
- ❑ Screening: Documentary on Street Photography
- ❑ Assignment
- ❑ Street Photography
- ❑ Feedback and critique on last session's assignment

## Week 08:
*Session 15:*
- ❑ Studio Lights
- ❑ Lecture: Understanding the basics of studio lighting
- ❑ Demo: 1 point Light
- ❑ Class practice & assignment

*Session 16:*
- ❑ Studio Lights
- ❑ Demo: 2 point Light
- ❑ Class practice & assignment

## Week 09:
*Session 17:*
- ❑ Studio Lights
- ❑ Demo: 3 point Light
- ❑ Class practice & assignment

*Session 18:*
- ❑ Studio Lights
- ❑ Demo: Back light, silhouettes
- ❑ Class practice & assignment

## Week 10:
*Session 19:*
- ❑ Product Photography in Natural light
- ❑ Lecture: Working with natural light to shoot products
- ❑ Demo: Product photography with natural light
- ❑ Class practice & assignment

*Session 20:*
- ❑ Product Photography in Studio light – Translucent objects
- ❑ Lecture: Working with artificial light to shoot translucent products
- ❑ Assignment feedback and critique

**Week 11:**
*Session 21:*
- ❑ Product Photography in Studio light – Transparent objects
- ❑ Lecture: Working with artificial light to shoot transparent products
- ❑ Assignment feedback and critique

*Session 22:*
- ❑ Product Photography in Studio light – Advanced techniques
- ❑ Lecture: Working with artificial light to shoot transparent products Assignment feedback and critique

**Week 12:**
*Session 23:*
- ❑ Adobe Photoshop
- ❑ Demo: Basics of Photoshop
- ❑ Class practice and assignment

*Session 24:*
- ❑ Adobe Photoshop
- ❑ Demo: Basic colour correction with adjustment layers
- ❑ Class practice & assignment

**Week 13:**
*Session 25:*
- ❑ Portraits in Studio lighting
- ❑ Demo: Portraits shooting in Film Noir with studio lights
- ❑ Class practice & assignment

*Session 26:*
- ❑ Portraits in Studio lighting continued
- ❑ Demo: Portraits in colour
- ❑ Feedback, critique and assignment

**Week 14:**
*Session 27:*
- ❑ Food Photography with natural light
- ❑ Lecture: Compositions and techniques for food photography
- ❑ Demo: Shooting food in natural light
- ❑ Assignment critique and feedback

*Session 28:*
- ❑ Food photography with studio light
- ❑ Demo: Food photography using artificial light
- ❑ Class practice and assignment

**Week 15:**
*Session 29:*
- ❑ Food photography advanced techniques
- ❑ Demo: Advanced techniques to shoot Food photography
- ❑ Class practice & assignment

*Session 30:*
- ❑ Food photography continued
- ❑ Critique and feedback

**Week 16:**
*Session 31:*
- ❑ Photoshop
- ❑ Demo: Colour grading in Photoshop using adjustment layers and LUTS
- ❑ Class practice & assignment

*Session 32:*
- ❑ Photoshop continued
- ❑ Demo: Selections and background removal
- ❑ Critique & feedback
- ❑ Class practice & assignment

**Week 17:**
*Session 33:*
- ❑ Fashion Photography
- ❑ Demo: Fashion photography in studio light
- ❑ Class practice & assignment

*Session 34:*
- ❑ Fashion Photography
- ❑ Demo: Butterfly lighting, clamshell lighting, beauty dishes
- ❑ Class practice & assignment

**Week 18:**
*Session 35:*
- ❑ Fashion Editorial
- ❑ Lecture: Conceptualization & ideation
- ❑ Assignment

*Session 36:*
- ❑ Fashion Editorial
- ❑ Shoot day

**Week 19:**
*Session 37:*
- ❑ Fashion Editorial
- ❑ Assignment critique & feedback

*Session 38:*
- ❑ Photoshop Compositing
- ❑ Demo: Compositing basics
- ❑ Class practice & assignment

**Week 20:**
*Session 39:*
- ❑ Photoshop Compositing
- ❑ Demo: Advance compositing techniques
- ❑ Class practice & assignment

*Session 40:*
- ❑ Outdoor trip

**Week 21:**
*Session 41:*
- ❑ Fine Art Photography
- ❑ Lecture: What is Fine Art photography?
- ❑ Critique, feedback & assignment

*Session 42:*
- ❑ Light Painting
- ❑ Demo: Light painting technique for still life
- ❑ Class practice & assignment

**Week 22:**
*Session 43:*
- ❑ Light Painting
- ❑ Demo: Painting with light
- ❑ Class practice & assignment

*Session 44:*
- ❑ Photo Essay
- ❑ Lecture: How to make a photo essay, research and development
- ❑ Assignment and feedback

**Week 23:**