



Post Graduate Diploma in Commercial Photography

Course Syllabus 2018-2019

- 1.Introduction, unlearning & orientation** – The view camera, Medium formats, Lens systems, Tripods, Accessories, Composition, Color theory, Lighting – continuous & strobe (tungsten, HMI, Portable flash, Power packs etc.), Metering, Tethered shooting on Capture One & Lightroom, Image processing.
- 2.Intensive practice sessions, resolution of queries, Q&As, Project
- 3.Portraiture & People** – Theory & Intensive studio, Advanced lighting, shooting on set & on location. Applications in advertising, corporate & lifestyle, Cinematography for photographers, Project.
- 4.Products & still life** – Theory & intensive studio, Understanding material, surface finish, color & texture & reflectance. Advanced lighting techniques, shooting in the studio & on location, Applications in advertising & lifestyle. Project
- 5.Industrial & Architectural photography** – Theory & intensive practical's, Understanding scale, planning multiple shooting days, choosing equipment, Shooting panoramas for 360 degree views, post processing, presentation etc. Introduction to drones.
- 6.**Project.**
- 7.Fashion & lifestyle photography** - Theory & Intensive studio, Pre-Production, Understanding MUH & fashion styling, Advanced lighting, shooting on set & on location, post-production. Applications in advertising, corporate & lifestyle.
8. **Project**
- 9.Food & Beverage photography** – Theory & intensive studio, understanding cuisine, surface finish, color & texture & reflectance, food styling & props, advanced lighting techniques, shooting in the studio & on location, Applications in advertising, packaging & lifestyle.
- 10.**Project**
- 11.The business of photography** - overview of the photographic professions and the market, copyright legislation, marketing, accounting and financial management within the field of photography, Using social media for effective business promotion.

Students will exhibit at **Albus Atrium**, a top platform to showcase work with industry professionals.