

Raffles

College of Design and Commerce

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Digital Photography Short Courses 2010

Photography 1: Introduction to Digital Photography.

- 8 Feb – 6 Mar (4 weeks)
- 17 May – 12 Jun (4 weeks)
- 6 Sep – 2 Oct (4 weeks)

Fees: \$634

Every Mon & Wed: 6.30pm - 9.30pm, and every Sat: 10.00am - 2.30pm.

Recommended Equipment: 8 Megapixel 35mm Digital SLR Camera Kit & Tripod

Introduction:

The programme is designed to give candidates a basic understanding and knowledge of digital photography.

Subjects:

- Operate a 35mm SLR Digital Camera Manually.
- Understand how to gain good compositions.
- Gain correctly exposed photographs.
- Photograph motion.
- Edit and select photographs.
- Manage digital workflow.
- Produce professional quality photographic prints.

Photography 2: Intermediate Digital Photography.

- 8 Mar – 1 May (8 weeks)
- 14 Jun – 7 Aug (8 weeks)
- 4 Oct – 27 Nov (8 weeks)

Fees: \$836

Every Mon & Wed: 6.30pm - 9.30pm, and every Sat: 10.00am - 2.30pm.

Prerequisites: Photography One

Recommended Equipment: 8 Megapixel 35mm Digital SLR Camera Kit & Tripod

Introduction:

The intermediate course is designed to introduce participants to taking photographic portraits on location and in the studio. Participants will be able to master their 35mm SLR Digital Camera, use professional lighting techniques while exploring their creative vision.

Subjects:

- Capture portraits on location and in a controlled studio environment.
- Operate studio lighting equipment and accessories.
- Control lighting for affect.
- Select lighting to enhance your subject.
- Photoshop Basics.
- Gain good compositions.
- Manage digital image capture and workflow.
- Print professional quality photographs.

Special: Photography One & Photography Two For \$1,219

Photography 1: Introduction to Digital Photography

Course Description

The programme is designed to give candidates a basic understanding and knowledge of digital photography. This will be taught through a series of practical exercises.

Course Outline

<ul style="list-style-type: none">• Personalise your work area.• A Quick Tour.• Introduction to Digital Photography.
<ul style="list-style-type: none">• Set up the Digital Camera.• Achieve manual light meter readings.• Introduction to Adobe CS4.
<ul style="list-style-type: none">• Aperture, Depth of Field and Lenses.
<ul style="list-style-type: none">• Download Photographs, Edit and Print Photographs.
<ul style="list-style-type: none">• Shutter Speed.
<ul style="list-style-type: none">• Analysis of Shutter Speed.• Basic Image Editing Techniques.
<ul style="list-style-type: none">• Composition and Design.• Pre-production Planning.
<ul style="list-style-type: none">• The Colour of Light.• The Photographic Portrait.
<ul style="list-style-type: none">• Basic flash use• White Balance.
<ul style="list-style-type: none">• Colour Management.
<ul style="list-style-type: none">• Photographic Printing.• Consolidation of course learning.

Learning Outcomes

Learners who participate in this programme will successfully gain a solid grounding in:

- Operation of a 35mm SLR Digital Camera;
- Achieving good composition and design within a photograph;
- Manual exposure of all photographs through hand-held and in-camera metering systems;
- Photographing motion;
- Editing and selecting successful photographs;
- Managing a digital workflow; and
- Producing professional quality photographic prints.

Photography 2: Intermediate Concepts in Digital Photography

Course Description: The programme is designed to advance candidates understanding and knowledge of digital photography.

Course Outline:

<i>Week</i>	<i>Session</i>	<i>Units</i>
1	1	<ul style="list-style-type: none">• Introduction to the Workspace.• Personalise the Workspace.• Overview of the Programme.• Lecturer's work
	2	<ul style="list-style-type: none">• Introduction to Portraiture• Setting up the Digital Camera
	3	<ul style="list-style-type: none">• Introduction to Lighting• Lighting: Daylight and Artificial.• Light and Exposure.• Light and Direction• Quality of Light.
2	4	<ul style="list-style-type: none">• Outdoor Environmental Portraits.• Approaching Subjects• Window Lighting.
	5	<ul style="list-style-type: none">• Environment Analysis.• Practical Shooting• Introduction to the Photographic studio• Electronic flash
	6	<ul style="list-style-type: none">• Continuation of Electronic flash.• Studio & portable flash
3	7	<ul style="list-style-type: none">• Introduction to CS4 Photoshop• Hands on practical Photoshop exercises
	8	<ul style="list-style-type: none">• Continuation of CS4 Photoshop• Discussion and one on one assistance
	9	<ul style="list-style-type: none">• Lighting patterns with female portraiture• Analysis of results
4	10	<ul style="list-style-type: none">• Lighting patterns with female portraiture
	11	<ul style="list-style-type: none">• Continuation of Female Portraiture- Light Patterns and Ratios.• Download results• Create proof sheets• Review results
	12	<ul style="list-style-type: none">• Male Portraiture- Light Patterns and Ratios.• Download results• Create proof sheets• Review results

5	13	<ul style="list-style-type: none"> • Introduction to Product Photography • Analysis of lighting set ups from examples
	14	<ul style="list-style-type: none"> • Continuation of Product Photography • CMYK & Black & White conversions
	15	<ul style="list-style-type: none"> • Adobe CS4 Photoshop clear-cutting of product photography • Printing
6	16	<ul style="list-style-type: none"> • Introduction to Real Estate photography • Architecture / Day & Night • Reading light
	17	<ul style="list-style-type: none"> • Continuation of Real Estate photography • Photograph Raffles at dusk
	18	<ul style="list-style-type: none"> • Design a PDF photographic portfolio • Basic Introduction to CS4 InDesign
7	19	<ul style="list-style-type: none"> • Continuation of PDF photographic portfolio • Session assistance and review
	20	<ul style="list-style-type: none"> • Continuation of PDF photographic portfolio • Session assistance and review
	21	<ul style="list-style-type: none"> • Continuation of PDF photographic portfolio • Session assistance and review
8	22	<ul style="list-style-type: none"> • Photo editing and enhancement • Printing of selected work
	23	<ul style="list-style-type: none"> • Final work to be assembled and completed • Basic business in photography
	24	<ul style="list-style-type: none"> • Final Production Session. • Students to show work • Evaluation of the Programme.

Learning Outcomes:

Learners who participate in this programme will successfully gain a solid grounding in:

- Capturing photographic portraits on location and in a controlled studio environment.
- Operation of studio lighting equipment and accessories.
- Controlling natural and artificial lighting for affect.
- Lighting to enhance the subject.
- Use of Flash photography, both on camera and studio.
- Understanding Product photography/studio & location
- Photoshop Basics.
- Composition and Design of a photograph.
- Manage digital image capture and workflow.
- Print professional quality photographs.
- Produce a portfolio of work using Adobe InDesign