Professional Photography (8 Weeks)

Start Dates:     Class Schedule:
25 January 2012     E2
24 March 2012     WE
30 May 2012     E2
28 July 2012     WE
19 September 2012     E2

<table>
<thead>
<tr>
<th>Application Fee</th>
<th>S$ 150</th>
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<td>Course Fee</td>
<td>S$ 2850</td>
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<td>Total Course Fee</td>
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Course duration 8 weeks - 48 hours

Class schedule:
- Evening1 classes:   Mon - Tues 6.00pm - 9.00pm
- Evening2 classes:   Wed - Thurs 6.00pm - 9.00pm
- WeekEnd classes:   Saturdays 1.00pm - 7.00pm

* All prices are inclusive of 7% GST
OVERVIEW

The SAE Institute’s Certificate in Professional Photography is specially crafted for both amateur and professional photographers who want to reach their maximum creative potential.

The modules are designed to impart professional skills to photography enthusiasts, and to help experienced professional photographers to take their work to the next level of success. The course modules follow a practical and systematic approach to help students learn the fundamentals of professional photography and its processes.

Students will be taught both the basic and advanced techniques necessary to create professional quality images using modern equipment, including image sensors and digital workflow. Student on the course will develop the essential skills for obtaining consistent results and a strong grasp of photography as a "visual language”.

Who should take this course?
This course is intended for amateurs, enthusiasts, and photo hobbyists who are interested in the storytelling process of photography. We highly recommend this course for those who desire to work as freelance or full-time professional photographers.

Who should take this course?

* You are passionate about photography and want to shoot professional quality photos
* You are a professional photographer who wants to enhance your creative and visual literacy.

* You are an editor and need to have a better understanding of professional photography
* You want to work as a professional photographer

Aims
Understand that a good photograph is made in the photographer’s mind; the camera is merely a tool for expressing what he or she imagines

• Understand the basics of good composition and lighting, including lighting ratio and contrast
• Understand and be able to manipulate the factors that control exposure in order to achieve optimum exposure
• Understand the factors that dictate choice of media type and ISO
• Understand the functions of the basic controls of an adjustable camera
• Understand depth of field, its utilization and how to alter it to achieve specific desired results
• Understand when and how to select specific shutter speeds in order to achieve a desired outcome
• Understand the advantages and disadvantages of film versus digital photography
• Possess the knowledge necessary to make an informed choice of camera, be it film or digital
• Understand the principles of portraiture, candid, and event photography
• Learn the best ways to protect and archive images for future generations.

This course can be used as a ‘stepping stone’ for students who wish to progress to our more advanced qualifications, including the professional Diploma of Digital Journalism.

About the trainer:
Singapore-based photographer Imran Ahmad is a Nikon Professional Photographer and lecturer on photography and film at SAE Institute. He pushes the boundaries of conventional photography by following an aggressive and relentless pursuit of capturing the essence of a situation. His style is creatively complex and unpredictable, invoking a provocative response that allows viewers to experience the frisson of a definitive moment.

Portfolio: http://jpgmag.com/people/imppie

CERTIFICATE SHORT COURSES

PROFESSIONAL PHOTOGRAPHY

COURSE INFO

Qualification
Certificate in Professional Photography

Duration
8 weeks 6 hours / week

Entry Requirements
• Completion of at least GCE N-Levels
• Mature age over 17 years
• Familiar with basic computer operations
• Proficiency in English Language

Contents
- Basic Camera Management. (Controls and Setting)
- Aperture & Shutter speed (The combination)
- Understanding Composition. (Essence of Story telling)
- Understanding Lights (Creating drama and emotions)
- Understanding basic post production (Adobe Photoshop & Camera Raw)
- Finish portfolio of different style of photograph

Software Used
Adobe Photoshop, Bridge, Camera RAW