



FASHION
**PHOTO
GRAPHY**

Diploma
in
Fashion
Photography
Course
1 year

OVERVIEW

Students will be challenged from day one to conceive ideas and produce imagery that comes from a personal and unique view of the world of fashion. Artistic excellence and a unique portfolio is the main focus of the program. Students will find themselves working collaboratively with designers, models, stylists, makeup artists and fashion photographers around the world.

PRINCIPLES OF PHOTOGRAPHY

In this fundamental course, students will distinguish basic photographic tools and their expected purposes, including the best possible utilization of different camera frameworks. Students undergo a sound learning on technical aspects of photography ranging from using various formats of digital technology in photography, lighting techniques, fundamentals of photography & editing for photography using high end professional equipment and resources. Students will break down and study photographs to determine their positive and negative qualities and apply these standards to create their own outwardly compelling pictures by utilizing the correct photographic techniques.

HISTORY OF FASHION PHOTOGRAPHY

Students explore the effect of fashion photography on science, art, fashion, marketing and commerce. Specific focus and emphasis is given to materials, procedures and techniques that have played significant roles in the advancement of the field. Sociology of fashion images in regard to lighting, make up, styling, high fashion, haute couture, modelling, studio to runway.

CREATIVE CONTEXT

Fundamental shading guidelines, including line, shape, texture, surface, form, space, value and depth are focused on. Students explore color as seen in neutrals and its relationship to composition through harmony and contrast in a variety of formats and media. Students will also learn the utilization of the classic rules of composition to put forth a visual statement. Students test and contextualise creative ideas in the field of contemporary fashion communication, Students apply visual language to research, analyze, interpret, develop and structure ideas. Students study the work concepts, styles and techniques of great master fashion photographers.



FUNDAMENTALS OF DIGITAL DARKROOM

Focus will be on the role of technical experimentation, cultural content and research as a necessary tool for the professional fashion photographers. Emphasis is on the development of retouching and manipulation skills as these relate to the use of photographic imagery in two dimensional presentation media. Hands on training on the practical usage of Digital Imaging software viz. Adobe Photoshop, Lightroom etc.

INTRODUCTION TO LIGHT EXPOSURE

Understanding the secret of the right control at exposure. Learning, experimenting and exploiting all the tools for correct exposure. Understanding light and shade. Students will explore light reflectivity in connection to the tonality of the image. This section involves extensive use of the DSLR's, and learning the use of digital software's for Black & White conversion, rendering and printing.

In-depth understanding of artificial lights i.e. studio flashlights, halogen, tungsten, etc. understanding color temperature light quality, advantages and problems.

SURVEY OF PHOTOGRAPHY INDUSTRY

Students will receive an overview of the photographic industry, including specialty fields available to professional photographers and a history of these fields. Further students understand the commercial aspects of the industry prior to stepping onto the highly exciting and inspiring industry



FASHION

SEMESTER 1

PHOTOGRAPHY





DIGITAL FASHION TECHNIQUES

Digital fashion basics to advanced, Portrait basic to Advanced, Practical usage of Digital Imaging in fashion photography.

PHOTOGRAPHING FASHION ACCESSORIES

Students will be taught the lighting and professional techniques to creatively and accurately shoot fashion accessories like purses, cosmetics, perfumes belts, etc. Videos of foreign fashion and glamour photographers will be shown. Making of concepts. Understanding Beauty shoot conceptualization. Outdoor fashion shoot, Production fashion shoot and Creative fashion shoot. Expert class on how to build a rapport with the models, Assistance in developing your portfolio and business marketing.

REAL- WORLD PARTNERSHIPS

A wide network of internationally reputed fashion photographers, models, makeup artists, stylists and designers. The wide network of professional partners provides opportunities to the students in the form of classroom support, workshops, internships, mentoring, photo shoots, fashion shows etc

ADVANCE STUDIO FLASH LIGHTING

Light characteristics and form: Point light source, Reflectors, Wide light sources, Light banks, Umbrellas, soft boxes, honeycombs, snoots, etc. Understanding light direction, throw of light, soft light, contrast or hard light, the Light cage, etc.

Outdoor Fashion and Portrait Lighting using Diffuser, Reflector, Mirror etc. Basic Portrait lighting: Main light, fill, hair, background light. Light ratio. Studio and/or location photography. Groups and outdoor portraits. Light metering for portraiture.

IN DEPTH UNDERSTANDING OF DIGITAL DARKROOM

Emphasis is on the development of advanced retouching and manipulation skills as these relate to the use of photographic imagery in two dimensional presentation media. In depth hands on training on the detailed usage of Digital Imaging software viz. Adobe Photoshop, Lightroom etc. Fundamentals to in-depth working.

FASHION STUDY

A comprehensive study of advanced traditional and contemporary portrait techniques. Nude Fashion to high fashion make-up. Classical lighting set ups. Fashion lighting set ups, Film Noir Lighting. Use of various backgrounds. Posing and creative techniques. Students are introduced to an overview of the fashion photography industry. Students are directed in the proper use of figure posing as it applies to various advertising formats. The theory/practical of collaborative work among a design team will be executed. Featuring a mock campaign shoot, demo featuring traditional/contemporary fashion wear and understanding fashion trends for editorial.

FASHION

SEMESTER 2

PHOTOGRAPHY



FASHION

SEMESTER 3

PHOTOGRAPHY

INTERNSHIP AND PORTFOLIO

Students are directed and assisted by mentors in building a solid portfolio. Students with work as interns with designers, fashion photographers, advertising agencies, fashion production houses etc.

FINAL FASHION SHOOT

Conceptual fashion photography. The entire process from selection of models, makeup, styling, production, pre, post of a fashion shoot. Shooting people at location and on a studio set.





IIP FOUNDATION

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