



DIPLOMA COURSE

SUBJECT: - FASHION PHOTOGRAPHY



Aim & Objectives:

Whether one own a point and shoot/phone or an advanced DSLR, the class is going to help develop a better grasp of your chosen tool and the skill to makes successful images as required in the fashion photography. The course is designed to focus on core photographic concepts as well as advanced techniques. The course includes hands-on demonstration with the camera as well as basic digital image editing techniques

It also includes discourse-The discussion on the great works of fashion shoots. How to understand the fundamentals of photography as well as fashion and create compelling imagery. How one can be creative and artistic in this particular field.

Duration: -	Three months
Class Timings: -	(Four days a week)
Admission Criteria: -	Throughout the year (Individual basis)

COURSE OUT LINE:-

- Course Orientation
- Eye/camera
- Basic of design
- Negative & positive space study
- Introduction to elements of arts
- Basic introduction to shutter, aperture & ISO
- Metering
- Angel of light
- Conceptual assignments
- Back drop designing & props

Introduction to Fashion Photography

B. Course overview

1. Present Syllabus

2. Grading format

3. Attendance policies

C. Explanation of textbook, photographic record book and research materials

Photographic masters and trendsetters.

1. Adolph De Meyer

2. Louise Dahl-Wolfe

3. Horst P. Horst

4. George Hoyningen-Huene

5. George Hurrell (Glamour)

6. Richard Avedon

7. Helmut Newton

8. David Bailey

9. Irving Penn

10. Herb Ritts

11. Albert Watson

12. Patrick Demarchelier

13. Steven Meisel

14. Peter Lindbergh

15. Annie Liebovitz

16. Contemporary and emerging photographers

Overview of production

A. Composition through pose, propping and scene elements

B. Make-up

C. Hair

D. Lighting patterns and effects

E. Hard light

F. Soft light

G. Contrast for mood and effect

H. Studio/location

I. Sensitivity, set and model considerations

J. Digital retouching

Fashion/Model Head Shots

- A. Pose
- B. Expression
- C. Applications of lighting
- D. Lighting styles
- E. Use of low and high key
- F. Background selection

Working With Models and Figure Fashion

- A. Pose
- B. Visual mood
- C. Black and white vs. color
- D. Model portfolio requirements

ASSESSMENT

The DIPLOMA COURSE students will be assessed as follows:

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|---------------------------------------|-----|
| • Assignments (continues assessment) | 60% |
| • Final Project | 30% |
| • Attendance <u>10%</u> | |

TOTAL	<u>100%</u>
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PASSING MARKS	50%
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Grades will be determined as follows:

A+ = Above 80%

A = 70-79%

B = 55-69%

C = 50-55%

Fail = Below 50%