



## **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: -** **Six 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

## **History of fashion**

- A. The origins of fashion
- B. The role of photography in shaping fashion trends
- C. Major historical movements in fashion photography
- 1. Society photographs of aristocrats, actresses and society models wearing their own clothes 1910
- 2. Chic
- 3. Neo-classicism of the 1930's
- 4. Fashion arrives in advertisement 1930's
- 5. Supermodel 1940's
- 6. Dynamic location Photography 1940's
- 7. Romantic / impressionistic
- 8. Modernism
- 9. Androgyny
- 10. Contemporary

## **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 Leibovitz
- 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

## **Catalog Fashion and Fashion in Advertising**

- A. Visual advertising
- B. Model as a prop
- C. The role of the stylist
- D. Studio figure fashion
- E. Location figure fashion
- F. Non figure fashion
- G. Flats
- H. Stacks

The DIPLOMA COURSE students will be assessed as follows:

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

TOTAL 100%

PASSING MARKS 50%

Grades will be determined as follows:

A+ = Above 80%

A = 70-79%

**B = 55-69%**  
**C = 50-55%**  
**Fail = Below 50%**