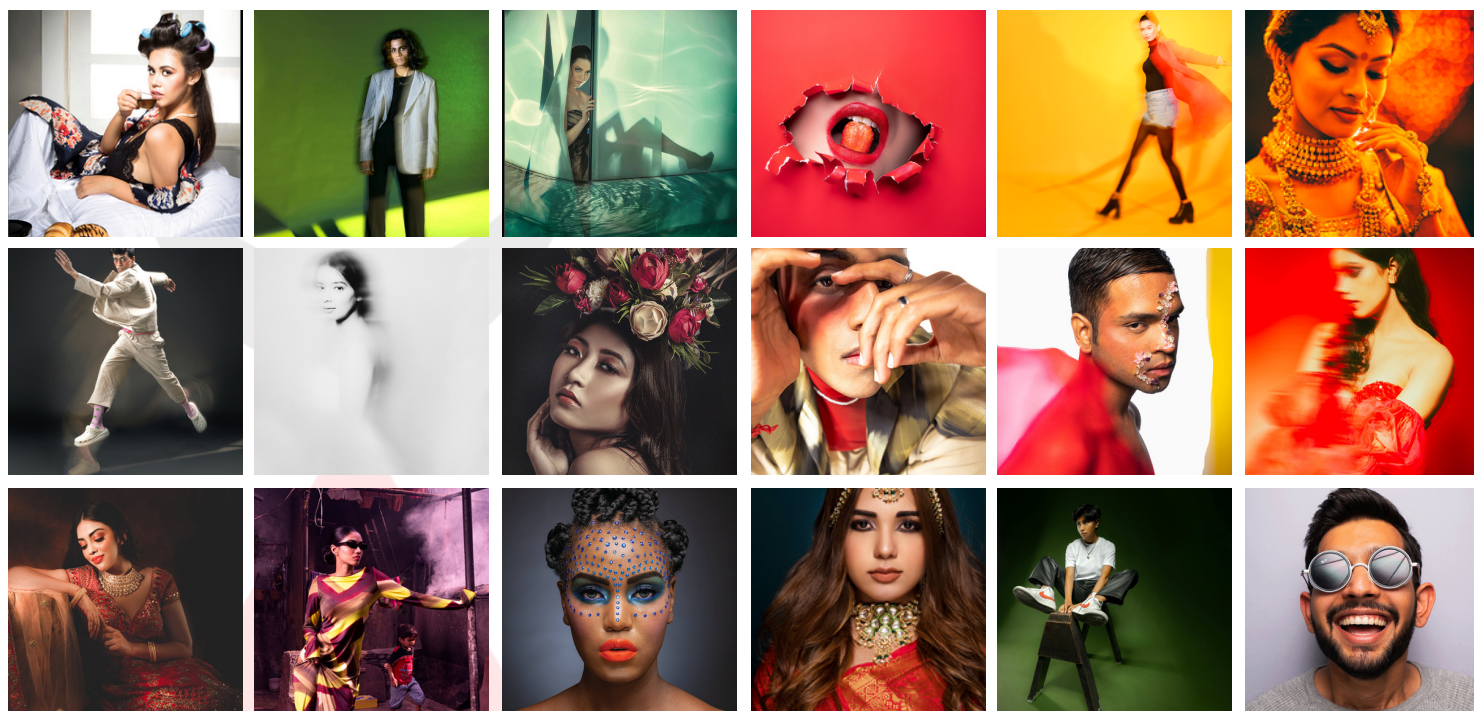




Diploma in Fashion and Portrait Photography

Overview

Fashion is more than just a driven passion. At Shari Academy, students have the unique opportunity to learn fashion photography hands-on from prep to post in one of the most important locations for the industry itself in India - Mumbai.

Shari academy's course will take students behind the scenes to focus on the art of fashion photography in an exciting cosmopolitan city where they will have premier, industry-standard equipment and essential elements at their disposal: from glamorous models, to industry standard and leading hair and makeup artists, wardrobe stylists, access to a professionally equipped photo studio, and fantastic locations with full production means from which to work.

This course will further their process and methods, deepen their knowledge, and refine their aesthetic as they engage themselves in the world of fashion imagery. Students will learn all aspects of a professional fashion shoot – including casting, working with both natural and artificial light, working with models and hair/makeup/stylists, as well as editing and retouching images into a final story.

This course provides 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. Features a mock ad campaign shoot demo featuring traditional/contemporary fashion wear.

Course Overview

- In-Depth knowledge of Digital cameras, lighting, post-production, and printing Research techniques for documentary subjects or news stories visualized through photography
- Intimate familiarity and comprehension with the history of photography and major movements since its invention
- Expertise at producing winning bids and managing a successful photography business
- Knowledge of aesthetic theories of photography and experience with their practical application
- Mastery of Adobe Creative Suite
- The ability to work independently in a high-pressure creative environment with actual industry exposure scenarios

PRINCIPLES OF PHOTOGRAPHY

In this fundamental course, students will learn to identify essential photographic tools and their intended purposes.

This can include:

- The proper use of various camera systems
- Light meters and film selection
- Students will analyze photographs to determine their positive and negative attributes and apply these principles to produce their own visually compelling images by employing the correct photographic techniques.

HISTORY OF PHOTOGRAPHY

- Students examine and study the impact of photography on science, art, and commerce.
- Emphasis is always placed on the materials, processes and techniques that have played significant roles in the development of the field.

PRINCIPLES OF DESIGN AND COMPOSITION

In this section the student will have coverage on

- Basic color principles (this can include lines, shapes, hues, texture, form, value, and intensity and more)
- Students are taught to investigate color as seen in black and white and its relationship to composition through harmony and contrast in a variety of formats and media.
- Students will also learn the usage of classical rules of composition to make a visual statement.

Camera WORKFLOW

ZONE FIVE

- Students will learn the - Understanding the secret of exposure control.
- Discovering, learning and exploiting all the tools available for correct exposure.
- Understanding light and shade.
- Students will explore light reflectivity about the tonality of the image.

(This section will involve extensive use of the 35mm format using mostly black & white film, introduction to color media.)

COLOR MANAGEMENT WORKFLOW SURVEY OF PHOTOGRAPHY

Students will receive an overview of the photographic industry, including specialty fields available to professional photographers and a history of these fields.

LIGHT SOURCES

- Students will learn an in-depth understanding of artificial lights, like:
 - Studio flashlights
 - Halogen
 - Tungsten and more.
- They will also learn to understand color temperature light quality, (its advantages and problems).

SECRETS OF COLOUR PHOTOGRAPHY DIGITAL PHOTOGRAPHIC PRODUCTION

This section concentrates on the role of the computer as a necessary tool for the professional photographer.

In today's world, the paradigm shift to digital helps the emphasis is on the development of advanced retouching and manipulation skills as these relate to the use of photographic imagery in a two-dimensional presentation media format.

LIGHT CHARACTERISTICS AND FORM

Master the fundamentals of working with a variety of lighting systems and techniques. Learn the theory and application of lighting in the studio and on location. Focus on the photographic works and lighting of master photographers to give you a background in visualizing light and lighting methodology. Work with a variety of lighting systems, including existing light that is enhanced by fill cards, reflectors, and flash, tungsten, and studio strobes with umbrellas, and soft boxes.

Setups will include art and commercial applications of portraiture, still life and food, editorial, magazine, and beauty photography. Explore historical perspectives, capturing truthful moments and new perspectives, and organize a portrait session, including scheduling and setup, managing client expectations, lighting backgrounds, clothes, props, and makeup.

Students will learn about:

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

AVAILABLE LIGHT - PEOPLE PHOTOGRAPHY

This will be an Introduction to Outdoor Fashion and Portrait Lighting using a Diffuser, Reflector, Mirroretc. This will also include the Five portrait lighting outdoor.

PORTRAITURE

- Covering the wide spectrum of the Concept of Portrait photography, and also its tools and requirement, such as the entire studio setup, camera, lenses, film etc.

- Basic Portrait lighting:

This will include, Main light, fill, hair, background light.

- Light ratio.
- Studio and/or location photography.
- Groups and outdoor portraits.
- Light metering for portraiture.

FASHION

This component is meticulously crafted and designed for students who are considering a major interest in fashion photography

- A large and comprehensive study of advanced traditional and contemporary portrait techniques.
- Corrective and glamorous make-up. Classical lighting setups.
- Fashion lighting setups.
- Use of backgrounds.
- Learning Posing and other creative techniques and so much more.

FASHION PHOTOGRAPHY

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DIGITAL MARKETING

Photographers with minimal skill can book gigs consistently, and they are often commanding higher rates than the most skilled photographers!

Here is why:

While we provide you with the skill, photographers are missing a lot of opportunities that are available to them via simple digital marketing techniques!

Photographers who are digital marketing savvy are converting dozens of leads online, attracting the clients they want, and shooting selectively due to the high volume of potential gigs they could choose to work with.

- The student will be taught the various means and media to market his/her Digital Imaging skills and talents.

CURRICULUM PORTFOLIO

An evaluation by students and instructors of projects for the purpose of preparing a professional portfolio. Students and faculty work closely to bring out the student's individual qualities, strengths and skills.

CONCLUSION

Shari Academy provides students with an out-and-out grounding in the fields of commercial (all kinds), fine art, food, and documentary photography and more.

All students are immersed in all aspects of photographic study. Throughout all their semesters, students will take a series of academically rigorous classes that seek to challenge students creatively while giving them the skills they need to succeed in a very competitive but rewarding industry.

Students' creativity is carefully and constantly nurtured as they are encouraged to find and develop their own unique visual language and vocabulary through a process of investigation, critique, creative conceptualizing, self-reflection, and practice.

By the end of this course at Shari, students will be thoroughly equipped not only with the creative and technical skills to succeed in the industry – but also with the business skills necessary for a highly competitive marketplace. The advantage of the Shari Academy commitment to a rounded education is that our students graduate with a broad knowledge base that will help them succeed in photography and complementary fields, giving them a wide choice of professional paths to pursue.

The program integrates photography, general education and art and design history curricula to offer a well-rounded education. Shari's instruction in photography represents a two-pronged system: teaching the creative side and business side of professional photography. Our photographer students will be prepared to function everywhere after graduation. From the professional workplace to the creative photography environment.

Students will spend the last one and a half months developing and completing their portfolio, which showcases their skills and readiness to approach ad agencies for freelance professional work and/or pursue short-term internships with established photographers to further specialize in their chosen field of photography.

STUDIO OPERATIONS AND MANAGEMENT

A review of considerations faced by photographers when planning to establish and manage a studio operation.

- Topics included are studio design, recruitment, appraisal and delegation to studio staff, negotiating with clients and talent, and management of large productions.

PROFESSIONAL PORTFOLIO DEVELOPMENT

This course is the first phase in the students' development of the exit competence portfolio. Emphasis is on career path identification and skills inventory, and work from previous courses is evaluated for quality and job-search relevance. Work from this course is coordinated with the work in Job Search Skills and Portfolio courses.

WHAT SHARI ALWAYS INCLUDES FOR YOU

- Each year Shari conceptualizes new practical syllabi with continually adaptive course material to make the things you learn, always industry relevant.
- All our practical's come with industry leading models going beyond by even proving you, our students with industry makeup artists, hairdressers all on a ONE to ONE basis per student. (Each of these has one half-day shift, and one full day shift, tailored just for you)
- We have media in the form of videos and more of international fashion and glamor photographers.
- Each student is taught to come up with new concepts and understand the nitty-gritty of an entire beauty shoot conceptualization.
- Shari has a lot of Outdoor Fashion shoots in the form of real lectures and student-based projects.
- Students will also have creative fashion shoots in the way of exposure in lectures and projects.
- Shari Academy also teaches students to build rapport, learn industry methods, and more for real-world usage in dealing with booking models, hair and makeup and a lot more.
- Relentless assistance in developing your best Portfolio as well as Business Marketing.

Fee Structure:

Rs. 3,00,000/-

Security Deposit: Rs. 25000 (refundable at the end of the diploma)