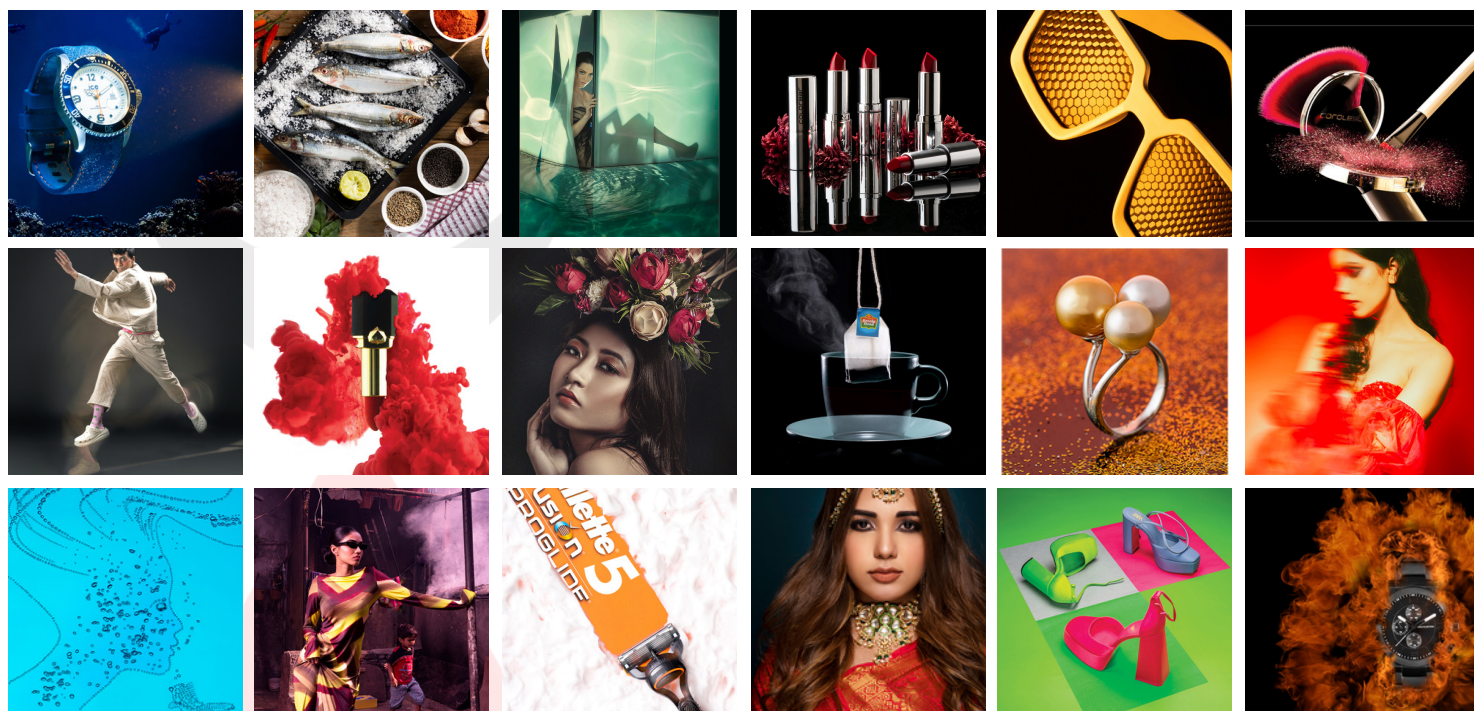




# Mastercraftsman Diploma in Professional Photography and Digital Imaging Overview

The one-year photography diploma program is a total immersion experience designed to equip students with the rational and practical skills to become working photography professionals. It uniquely provides education, instruction, and exhaustive hands-on experience in digital technology, creativity, aesthetics, business, history, and theory of still photography. While photography has always been intrinsically tied to technology, the image-makers of today cannot afford to call themselves just photographers. They must also be digital imaging experts, capable of working confidently with multimedia platforms. Shari Academy helps bring this to you with the most extensive course there is!

No significant prior experience in photography is required or expected. The program is designed to bring all students—regardless of background—up to the same level efficiently and effectively. We begin with the fundamentals and thoughtfully address any gaps in understanding for those who may already have some experience. At Shari Academy, we believe photography is a universal language—an art form that transcends boundaries. That's why our learning environment embraces flexibility in language, ensuring that everyone feels comfortable, included, and empowered to grow.

## **Course Overview**

- In-Depth knowledge of digital SLR 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**

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 aesthetics 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.

## **ADVERTISING [PEOPLE]**

**Conceptual people photography**

Conceptual photography is all about ideas, symbols, and themes.

It's the perfect way to express

yourself and make the most of your creative freedom.

To take successful conceptual photography, the student is guided to come up with an original idea. Then guided to edit your results in a way that represents your vision clearly.

- The entire process from selection of models, production, pre, post of an advertising shoot.

- Shooting people at the location and on a studio set for an advertising campaign.

### EDITORIAL PHOTOGRAPHY

Students will obtain an objective and authentic picture of the field of photojournalism and editorial photography.

We strive to always keep an emphasis on creativity, content, gathering of information, and layout. Examples of photojournalism will be shown, and the students will be required to produce their own renditions of the picture story, magazine covers, and page layouts for all types of print and digital media.

### SOFTWARE

In-depth hands-on training on the practical usage of Digital Imaging software viz. Adobe Photoshop, Genuine fractals, etc. Fundamentals to in-depth working.

### DIGITAL FASHION TECHNIQUES

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

### STILL LIFE

With so many styles and genres of photography, there is none as versatile as Still Life. It gives the photographer the most creative freedom, as you control all aspects of the image from composition, lighting to the subject matter. It is also one of the best ways you can brush up on your photography skills because you are not trying to chase that elusive toddler or wait for the perfect lighting situation. What you photograph is entirely up to you, and you can practice anytime, anywhere.

We at Shari break Still Life Photography into 2 components.

#### STILL LIFE - 1

This largely covers the - Concept of still life photography.

- The tools and requirements, studio, camera, lenses, films etc.
- Texture lighting, lighting for highlights, three-dimensional lighting.
- Basic tabletop setups.
- Critical focusing for edge-to-edge sharpness.
- Lighting for square, round, spherical, and cylindrical objects.

- Lighting for artwork/picture copying. Shadow-less product photography and creating color vignettes for backgrounds.

#### **STILL LIFE - 2**

This is a much more Intensive hands-on unit, commanding students with practical examples designed to present difficult subjects like transparent objects-glass, reflective and metal objects, different types of jewelry, food, TV /computer monitors, medical photography, macro photography, U.V. light photography etc.

#### **LARGE FORMAT PHOTOGRAPHY**

Students will learn the principle and concept of large format photography.

- They will learn the operation and applications of the view camera, including how to control perspective and maximize the plane of focus.

#### **ZONE SYSTEM**

This course explores the control of contrast and tonal reproduction in the black and white film through the manipulation of exposure and developing. Students learn how to predict the density levels of negatives under various metering and processing conditions and how to produce prints of excellent quality.

#### **DIGITAL PHOTOGRAPHIC ILLUSTRATION**

Practical usage of Digital Imaging in the field of Advertising and editorial photography. Light painting techniques, and advanced digital light painting.

#### **ADVERTISING [STILL LIFE]**

The details, understandings, and learnings behind all the starry advertisements and editorially backed concepts in the industry.

- Understanding clients'/art-directors' brief.
- Compression curves, understanding the process involved in transforming a photograph to a printed image.
- The pre-press to off-set/digital printing process and the requirements of print media.
- At Shari there will be various exercises will be conducted as a group effort to produce ad campaigns, brochures, newsletter, and point of sale displays, etc.

### **LOCATION PHOTOGRAPHY**

This course explores the special needs of location photography. The planning and logistics of shooting on the location are covered areas like transportation, scouting, permits and billing, in addition to lighting and metering in a variety of situations.

### **COLOR MANAGEMENT AND PHOTO ENHANCEMENT**

Advanced color management techniques such as:

- Photo retouching, enhancing and optimizing
- Displacement mapping
- Essential post-production techniques will be taught with demo and practical.

### **SETS/LARGE PRODUCTIONS**

Students will get to learn and experience the process from conceptualization, visualization, design, pre-production, production and shooting of indoor and/or location sets taking into consideration 3D depth and perspective with relation to the lens and format in use.

Effective use of continuous, flashlights, and mixed light sources to illuminate large sets. Understanding outdoor production logistics to do with reconnaissance, shooting permits, cost and mode of travel, lodging, boarding, technical on-site logistics, etc.

### **CORPORATE/INDUSTRIAL/ARCHITECTURE**

Students need exposure in these areas to become a successful photographer.

At Shari, students explore the nature and function of commercial corporate, industrial and architecture photography. They will examine the cameras and materials necessary in corporate architecture and industrial photography.

We always stress on Annual report photographs with storytelling qualities to give the student the edge later in the field of work.

### **OPTICAL AND DIGITAL SPECIAL EFFECTS**

In this subject, students will be taught how to use optical photographic tricks and computer-aided manipulation to create dramatic and forceful visual imagery.

- An emphasis always will be made for correct and proper utilization of these effects to make a practical and effective visual statement.
- Introduction to Photo Surrealism.



### **NATURE & LANDSCAPES**

Students learn how to see and of course, photograph the beauty of nature and its landscapes with an emphasis on natural and available light and the right techniques to bring forth the best image.

Shari arranges various Field trips, at differing times of the day complete this subject.

- The student will also learn to develop images for both fine art and stock.

### **FINE ART PHOTOGRAPHY**

Covering the -

Artists Vision | The Idea | Aiding Technique | Creating Your Body of Work | Artist Statement By You.

- This subject is largely Pictorial imagery, which can be used as photo décor for homes/offices. Indoor/outdoor photography using black & white or color, using various formats to create visually appealing images of practically any subject.

The subject can be as varied as landscapes, nature, ruins, artefacts, sunsets, etc.

### **FOOD PHOTOGRAPHY**

Food photography opens the door to so many possibilities, such as food blogging, Instagramming, writing e-books, product photography and more! It is also a creative outlet and a fun way to play with color and express your own style.

In this subject, students will learn to produce visually appealing food and beverage shots using appropriate props and food styling.

- Tricks of the trade on how to create condensation, steam, froth, foam, and food color enhancers, etc. will be shown.

- Students will learn about food habits and customs in relation to geography and culture both in India and abroad.

### **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.

### 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.

### PHOTOGRAPHIC ILLUSTRATION

Students investigate how to apply the principles of visual illustration to the fields of advertising and editorial photography.

- Emphasis is placed on conceptual interpretation of a theme or copy headline in advertising and editorial assignments.

### ADVANCED GRAPHIC DESIGN

This subject is an in-depth study of the principles and concepts that govern visual communication with the goal of creative problem solving for clients. Emphasis is on publications, annual reports, corporate identity programs, three-dimensional design and packaging.

- Students combine digital imaging, typography and photography as a design element for commercial application.

### 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.

### 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.

### PHOTOGRAPHIC ILLUSTRATION

Students investigate how to apply the principles of visual illustration to the fields of advertising and editorial photography.

- Emphasis is placed on conceptual interpretation of a theme or copy headline in advertising and editorial assignments.

### ADVANCED GRAPHIC DESIGN

This subject is an in-depth study of the principles and concepts that govern visual communication with the goal of creative problem solving for clients. Emphasis is on publications, annual reports, corporate identity programs, three-dimensional design and packaging.

- Students combine digital imaging, typography and photography as a design element for commercial application.

### 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 practicals 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. 5,31,000/-**

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