



## Course Outline

# Business Photography - One Day

This course is designed for those who have little experience of the world of Business Photography. They may have knowledge or experience in Amateur Photography, but that is not a pre-requisite for attending the course.

The aim of the course is to enable the delegate to be able to understand the fundamental differences between Business Photography and 'taking a snapshot' and to be able to put these principles into practice both during the course and on return to work.

The course is split between theory and practical and any camera or equipment that the delegate is likely to have to use at work should be notified beforehand, and brought to the course.

Computers and software will be provided for the Image Processing stage of the course.

### Contents

#### Purpose of Business Photography

- Objectives
- Target Audience
- Output Media

#### Cameras

- Wet film
- Digital
- Principles of photography
- Focus
- Lenses
- Aperture
- Shutter Speed
- ISO
- Colour Balance

#### Images

- Composition
- Rule of Thirds
- Magic Number

#### Image Processing

- Destructive vs Non
- Lighting
- Saturation
- Blur
- Warping
- Batch Processing
- Meta Tags