



STRADFORD INTERNATIONAL COLLEGE

DK183(P)

COMMERCIAL PHOTOGRAPHY COURSE

COURSE VENUE

a) Public Program

Stradford International College / External Training Locations

b) In-house Program

Inhouse / External Training Available.

WHO SHOULD ATTEND

Any employee is interested to know how about Smartphone Photography

CERTIFICATION

Certificate in Commercial Photography
by Stradford International College (S I C)

OVERVIEW

Commercial photography is popular these days. But it's not all about large teams creating images in a studio for big ad campaigns. Commercial photography includes a wide range of photography niches. It's the creation of high-quality images for commercial purposes. This course is designed to meet the demands photographers experience in today's markets, but what makes this program uniquely different is that the majority of photo examples used in the program are from real photo shoots, on real assignments, and photographed for real clients. We did not just go into a studio and video tape where to put lights for all examples. Instead, we show you the photo taken in the studio or on location for a client. We show you in many cases why we chose the angle we used, where lights were placed, and any technical challenges we faced and how they were solved.

OBJECTIVE

This course covers everything a commercial photographer might photograph:

- Portraiture, Product Photography, Architecture, Corporate and Industrial, Advertising, Fashion and Beauty, Travel, Food / Beverage and Lifestyle. Commercial photography is an exciting yet competitive industry. Some of the world's best known photographers are commercial photographers. Here are objective commercial photography tips to help you get a leg up in the commercial world :
- Keep Your Network Active -Stay in Tune With Trends -Creativity Is Important
- Be Professional -Find Your Distinct Voice -Have a Solid Portfolio
- Keep Your Gear Up To Date -No Rookie Mistakes

LEARNING OUTCOMES

What you'll learn

- Become a master of photographic lighting
- Ability to photograph people and portraits
- Ability to photograph products
- Ability to photograph architecture and industrial sites
- Ability to market your photography business
- Ability to effectively estimate assignments and stock photo sales

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