



FIRST MEDIA PROFESSIONAL LEARNING CENTRE

Commercial Photography – Advanced

Certificate of Attendance conferred by
FIRST MEDIA PROFESSIONAL LEARNING CENTRE
In collaboration with First Media Design Integrated Marketing Communication Group

Objectives of the Workshop

This course will explore the world of commercial photography infusion with advertising and promotions, Learners will not only explore product photography techniques but also learn basic principals of advertising and photography for different genres. Genres such as product photography, fashion photography will be touched upon.

Profile of First Media (FM)

First Media is Singapore's leading player in the marketing communications business. FM comprises 10 creative studios with specialised disciplines, experience and qualifications, offering a seamless chain of integrated marketing communication services.

Over the decades, FM studios have been successful in providing creative services to a broad spectrum of industries covering small and medium enterprises (SMEs), multinational corporations, Temasek-linked Companies (TLCs), government ministries and statutory boards.

FM has established a strong presence in regional markets. It has physical studio presence across 5 Asian markets staffed with qualified and experienced design practitioners.

What Will You Learn During the 4 Days?

Lesson 1:

The role of the commercial photographer discussed. The role of the photographers assistant discussed. Introduction to different types of commercial photography, food, fashion, product, corporate photography etc. Lighting systems for different commercial photography.

Lesson 2:

Practice shoot – Planning a shoot, equipment and props. Art directing and styling a product shoot for an advertisement. Editing the shot.

Lesson 3

Practice shoot – Planning a shoot equipment and the right props. Art directing and styling a commercial shot for an advertisement (food/ fashion). Editing the shot.

Lesson 4

Post shoot production- advanced digital imaging, layout and design for ads. Editing the chosen photograph for commercial purposes

For Whom?

Anyone 16 years old and above who has a keen interest in photography. Basic knowledge of photography, completed Studio lighting and Digital Imaging - Intermediate

Fees Applicable

Programme course fee - \$450

Registration and certification fee - \$50

All cheques to be made payable to 'First Media Design School Pte Ltd'

* Fees shown are exclusive of GST.

Equipments

All learners are expected to have their own single lens reflex camera (SLR/DSLR) that has a manual override function. Learners are also expected to get their own tripod

Duration

This is a 3 hours once per week programme for a duration of 4 weeks

Interested parties, please call 6 337 8663 or email sc@firstmedia.edu.sg for more information.

Nurturing Tomorrow's DesignPreneur