



International Training
Center Paris

TRAINING SCHEDULE

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PHOTOGRAPHY AND VIDEOGRAPHY TRAINING

Overview:

The Photography and Videography training is designed for individuals who want to learn the art and science of capturing visual images. The training will cover the basics of photography and videography, including camera techniques, lighting, composition, and post-processing. Participants will learn how to use professional-grade cameras, lenses, and lighting equipment to capture high-quality images and videos.

Objectives:

- Learn the fundamentals of photography and videography
- Understand the technical aspects of cameras, lenses, and lighting
- Learn how to shoot in different lighting conditions and environments
- Develop skills in composition and framing
- Understand the basics of post-processing and editing images and videos
- Learn how to create visually compelling images and videos for various applications
- Build a strong foundation in visual storytelling

By the end of the training, participants will have a strong foundation in photography and videography and the skills needed to capture high-quality visual images and videos. They will also have a good understanding of visual storytelling and how to apply it to various applications, including marketing and advertising.

This 10-day Photography and Videography training will provide participants with a comprehensive overview of:

- camera settings and composition techniques for photography and videography
- lighting and sound recording techniques for photography and videography
- Develop skills in shooting different genres of photography and videography
- Understand planning, storyboarding, and editing techniques for video projects
- Practice shooting and editing techniques with hands-on exercises

- Create final projects and receive feedback from instructors and peers.

Targeted Groups:

- Marketing photographers
- Content creators focusing on photography and videography
- Entry-level multimedia professionals seeking photography skills
- Individuals aiming to produce high-quality visual content
- Professionals transitioning to photography and videography roles

Planning:

Day 1: Introduction to Photography and Videography

- Overview of the course
- Understanding cameras, lenses, and lighting
- Understanding aperture, shutter speed, and ISO
- Hands-on exercises with basic camera functions

Day 2: Composition and Framing

- Understanding composition rules and techniques
- The rule of thirds, leading lines, framing, and more
- How to apply composition rules in photography and videography
- Hands-on exercises on composition

Day 3: Lighting Techniques

- Understanding light and how to manipulate it
- Different types of lighting equipment and their uses
- Using natural light and ambient light
- Hands-on exercises on lighting techniques

Day 4: Shooting in Different Environments

- Shooting indoors and outdoors
- Different types of environments and their challenges
- Hands-on exercises on shooting in different environments

Day 5: Post-Processing and Editing

- Introduction to post-processing and editing software
- Understanding color correction, exposure, and other editing techniques
- Basic video editing and post-processing techniques
- Hands-on exercises on editing and post-processing

Day 6: Advanced Photography Techniques

- Understanding advanced camera techniques and settings
- Shooting in RAW and other advanced formats
- Understanding and using histograms
- Hands-on exercises on advanced photography techniques

Day 7: Advanced Videography Techniques

- Understanding advanced videography techniques and settings
- Shooting in different frame rates and resolutions
- Understanding and using audio recording equipment
- Hands-on exercises on advanced videography techniques

Day 8: Visual Storytelling

- Understanding the basics of visual storytelling
- Creating compelling visual narratives
- Understanding the importance of pacing, timing, and sequencing
- Hands-on exercises on visual storytelling

Day 9: Photography and Videography for Marketing and Advertising

- Understanding the basics of visual communication for marketing and advertising
- Creating images and videos for social media and digital marketing

- Understanding the basics of branding and visual identity
- Hands-on exercises on photography and videography for marketing and advertising

Day 10: Final Project

- Apply all the skills and techniques learned in the previous sessions to a final project
- Presentation and critique of the final project
- Feedback and evaluation of the training program