

CAPTURE

love, joy, and everything in between



Course Name

Integrated Photography



Duration

3 Months

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About The Course

This course is for beginner photographers who want to have a practical understanding of applying photography concepts in real life and shoot beautiful images.

This course will follow a systematic learning approach starting with understanding your camera settings, right selection of camera gears & accessories, principles to compose a shot & lighting a scene & we'll wrap up by giving you the knowledge of essential tools required for image editing.

Program Out Come

- You'll be able to create a fascinating portfolio which will help you to kick start your photography career.
- Learn to shoot the image with correct exposure by identifying pixel data information using histogram.
- Know the appropriate selection of camera gear & accessories as per your budget
- Capable to shoot beautiful portraits, light understanding & body language
- Apply retouching techniques for a variety of purposes including color correction, adjusting image exposure, HDR imaging and much more.
- Product photography understanding with respect to lighting, framing & props to make them look appealing.

Learning Path

1st MONTH

Week 1

STEP OUT FROM AUTO MODE & MASTER EXPOSURE TRIANGLE

Become familiar with your Mirrorless camera settings & Exposure Triangle (Aperture, Shutter speed & ISO) along with camera settings for capturing smooth action & understanding camera in built level gauge.



UNDERSTANDING WHITE BALANCE, HISTOGRAM & METERING MODES

Week 2



Start shooting like a pro with the understanding of setting correct white balance & reading histogram, understanding the depth of field & selecting the right metering mode as per the given situation

Learning Path

1st MONTH

Week 3

INTRODUCTION TO CAMERA LENS & ACCESSORIES

Understanding of camera lenses & its type- Selecting the right lens for your next fashion, wedding or advertising work along with importance of prime lens & here you'll also explore camera accessories available in the market like camera flash, lens hood, Reflectors & filters.



COMPOSITION & IT'S UNDERSTANDING

Week 4



Develop your perspective & view-point. Here you'll learn the rules of composition, ideas & tips on how to compose your frame & light a scene. Following that you'll also get knowledge of using studio lights & modifiers which will help prepare you for your upcoming studio practical.

Learning Path

2nd MONTH

Week 5

PORTRAIT PHOTOGRAPHY & POSING STYLE

Introduction to portrait photography: The concepts learnt so far will be put to use in capturing stunning portraits with light setup along with the understanding of body language to make your subject look confident & communicative.



INTRODUCTION TO PRODUCT PHOTOGRAPHY & IT'S TYPE

Week 6



Introduction to product photography: This session will equip you with the basic understanding before shooting a product with respect to framing, lighting, composition & using a prop if necessary

Learning Path

2nd MONTH

Week 7

STUDIO PRACTICAL ON PRODUCT PHOTOGRAPHY

Studio Practical on shooting products like shoes, perfume & bottles with reflective & non reflective surface. You'll also learn to shoot products with props to make them look attractive like advertising shoots.



PHOTO REVIEW SESSION

Week 8



This week will help you grow as a photographer by identifying your mistakes during photo review session in the classroom, you'll also get the opportunity to clear your doubts to make sure your fundamentals stay up to the point.

Learning Path

3rd MONTH

Week 9

INTRODUCTION TO ADOBE PHOTOSHOP CC 2020

Introduction to Photoshop- Navigating the workspace along with the utility of essential tools & corrections for managing image exposure, brightness & contrast



CORRECTING & ENHANCING DIGITAL PHOTOGRAPHS

Week 10



You'll learn the basics of color corrections using Camera RAW, background removal techniques, straightening & cropping the image in photoshop and the use of content aware fill

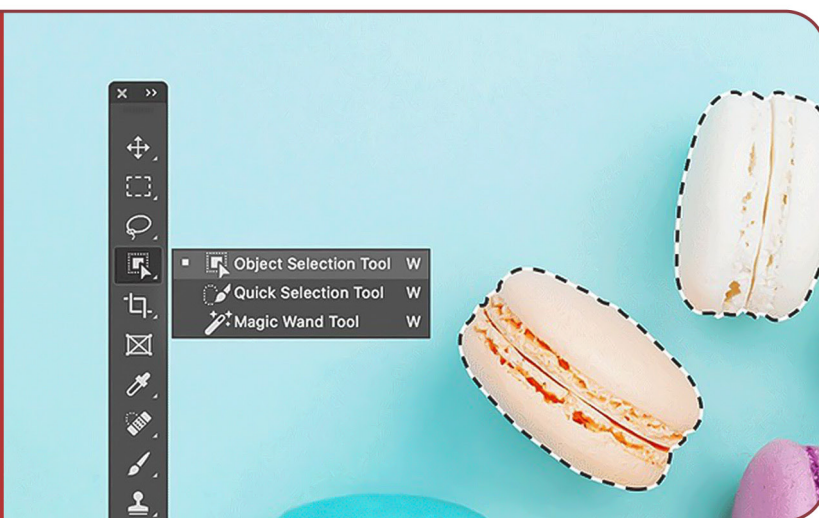
Learning Path

3rd MONTH

Week 11

WORKING WITH SELECTION TOOLS & SPECIAL EFFECTS

Working with selections, processing files in camera raw, adding color gel lighting effect & managing depth of field to effectively manipulate your images to make them look beautiful



CREATING HDR IMAGES & HI- RESOLUTION PANORAMAS

Week 12



Creating HDR image, stitching panoramas & specifying color management settings for print & adding watermark to your image.

Course Name

Videography



Duration

5 Weeks

Videography Five Weeks Rapid Learning Course

About The Course

The basic objective of this course is to impart practical knowledge in a short span of time, so that students can work independently in the field of digital media, whether it's a short movie, pre wedding, documentary or corporate films. The course also employs practical approach towards teaching videography with high-end equipment like Continuous Lights, Sliders, Lapel Mic, External Recorder & much more

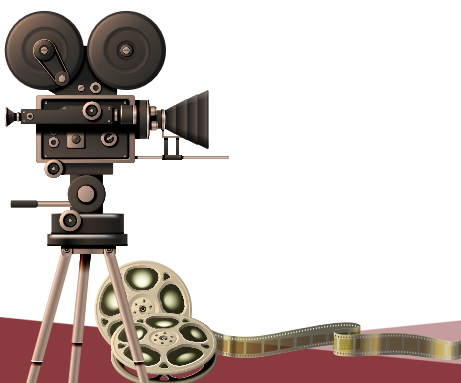
Course Structure

- Camera Angles & Shot composition
- Shooting Techniques
- Lighting
- Sound recording

This program is designed comprehensively for five weeks.

Program Outcome

- Hand on experience in videography with DSLR and Mirrorless camera.
- In depth Understanding of lights and their utility
- Better Know how of different format's technical compatibilities and their uses.
- Developing multiple skills to meet the industry requirements
- Practical knowledge of post-production techniques using premier pro



Learning Path

Week 1

CAMERA AND ITS UNDERSTANDING

- Intro to cameras best for film making
- Understanding the difference between a typical photography camera and hybrid Camera
- Types of lenses, when and where which lens to use.
- Understanding of composition and storytelling technique through the lens.
- The grammar of action axis continuity, Rule of 360*.
- Aspect Ratio and its impact on frame size on different social media platform (16:9,9:16, 1:1)
- Understanding the difference between Quality and Resolution (HD, Full HD, 2K, 4K) When and where to use.



LIGHTING TECHNIQUES

Week 2



- Understanding Single, Two Point and three point for Video Production.
- Lighting setup for TV show Anchoring, News Reading.
- Setting up lapel microphone and sound leveling parameters.
- Understanding basic gears of film making:
 1. Different tripods
 2. Gimble
 3. Slider
- Slow motion setting and focusing methods (Auto and Manual).

Learning Path

Week 3

CREATIVE SHOOTING TECHNIQUES

- Chroma Keying Compositing – Understanding the green screen technology
- Post production technique for compositing two visuals streams together.
- Practical shoot in studio with Model
- The advantage of digital technology, how to shoot double role with ease.



FUNDAMENTAL OF VIDEO EDITING

Week 4

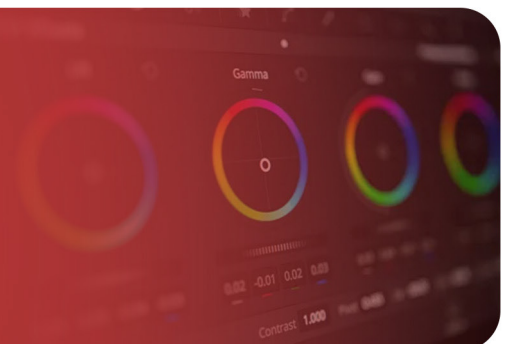
- Basic Video Editing Principles for Modern Filmmakers
- Organize your footage and making Timeline according to the shooting format.
- Choose clips that show important action
- Use establishing shots.



Week 5

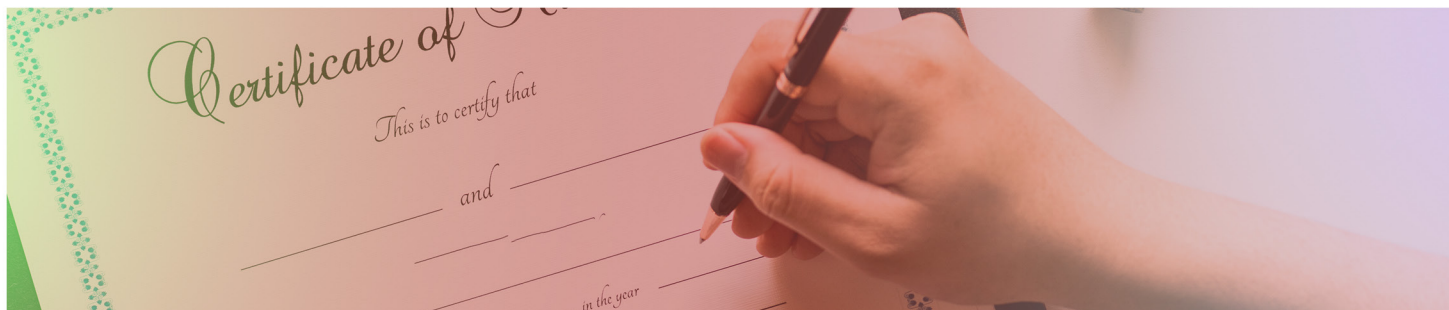
CREATIVE SHOOTING TECHNIQUES

- Use match cuts, jump cuts, L cut and J cuts in sound.
- Use the right transitions, dissolve or wipe.
- Imposing text, Aston and L-bands etc.
- Basic Color correction.
- Balancing sound and making master cut.



Certificate

Get certified in association with Pixel Institute of Photography & start your creative journey as a skilled photographer.



Eligibility Criteria & Application Process

Who can apply?

- A person should have valid 10th / 12th Passing certificate

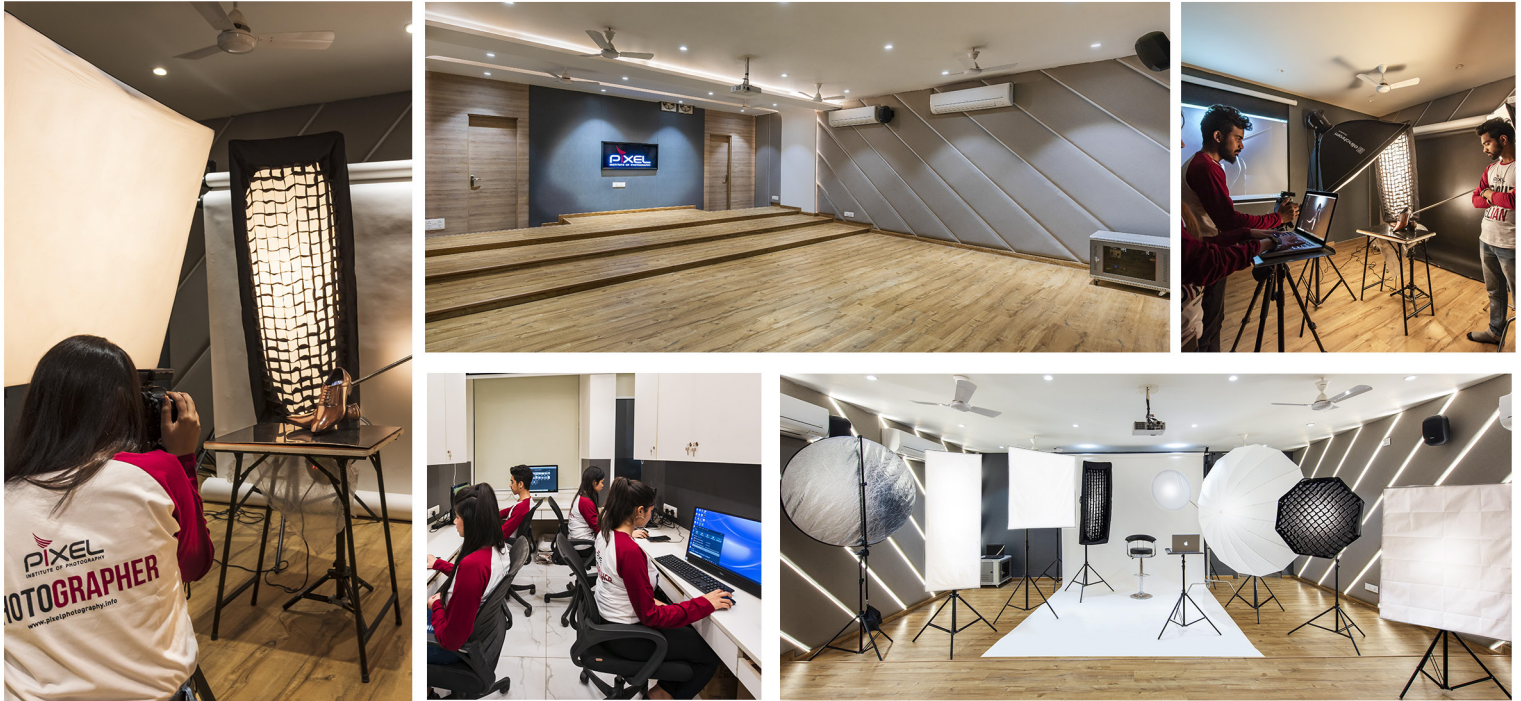
How to apply?

1. **Submit Application**
Submit the application with the required information.
2. **Assessment & Review**
Get shortlisted by the admission team after successful verification of the details submitted.
3. **Admission Rollout**
Secure admission by accepting the offer letter & completing the payment.



Our Infrastructure

Our Institute is well equipped with top notch infrastructural facilities that include a gigantic lobby and library, breathable counselling rooms, high end editing lab and spacious classrooms with smart audio visuals in a 3200 sq. ft campus. While you remain mesmerized with these facilities, our dedicated auditorium cum studio is no less than a jewel for conducting practical illustrations and workshops.



• Classroom Theatres

We take photography training to a whole new level with our classrooms equipped with high-tech 4k interactive touch panels & with creative ambience our classrooms are meant to provide quality education through individual attention.



Our Infrastructure

- **Counselling Room**



Doubt clarification for parents before enrolment has been made easier and highly accessible with our counselling rooms. When it comes to guidance and direction, our career counselling sessions with experts is perfect for the job

Get all the practice a student needs in editing pictures at our meticulously designed editing lab. Our high-end HD AV setup is meant to give all thee help faculties need for conducting editing sessions & it is the perfect place for students to have group sessions on current photography trends.

- **Editing Lab**



- **Auditorium cum studio**



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