



- ❖ **Course Name: Advance Diploma Program in Commercial Photography (Full Time)**
- ❖ **Duration: 12 months**
- ❖ **Eligibility: 10+2 / Graduates and a passion for Image Making**
- ❖ **Equipment Requirement: Basic DSLR Camera**
- ❖ **Course Fees : Rs. 177922 (Inclusive of all taxes)**

### Course Overview

- ❖ **Principle Of Photography**

- Basic Photography
- Practical Implementation
- Various Camera System Handling
- Operation & Photographic Technique

- ❖ **History of Photography**

- Application of science
- Art and Commerce
- Inventors Guideline
- Reference Book reading

- ❖ **Basic Manual Operation of Camera**

- Aperture shutter speed ISO
- Lens choice
- DSLR Workflow
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- ❖ **Assignment & Evaluation**

- ❖ **Practical Implementation of Various Modes**

- ❖ Line, Texture, Value
- ❖ Composition(Classical Rules)

❖ **Photo Composition & Editing**

❖ **Survey Of Photography**

❖ **Light System**

- Studio Light System
- Indoor/Outdoor Light

❖ **Secrets of Color Photography**

- Computer Editing, Retouching and Advance manipulation

❖ **Introduction to Outdoor Photography (Nature & Wildlife)**

- Understanding Basics of Outdoor Photograph through nature camps

❖ **Project 1**

❖ **Introduction to Studio Flash Lighting**

- Studio Accessories Handling
- Understanding light direction
- Available Light Photography
- Travel photography in natural lighting
- Model Photography Life Style with Make-up

❖ **Assignment and Evaluation**

❖ **Portraiture**

❖ **Still Life & Table Top**

❖ **Fashion**

❖ **Advertising**

- How to work with Ad-Agency and CD and understanding of Layout

❖ **Live Fashion shoot**

❖ **Assignment and Evaluation**



## ❖ Editorial Photography

- Difference between Advertising and Editorial
  - How to work as a editorial Photographer and how to capture candid moments

## ❖ Nature & Wildlife Photography

- Wildlife Portraits & Lighting

## ❖ Landscape Photography

## ❖ Advance System Manipulation

## ❖ Project 2

## ❖ Dissertation

## ❖ Advance Still Life

- Product Photography, Jewelry, Food, Industrial Tools, Consumer-durable products
- Still Life Practical Handle Lightings, Composition sense, Aesthetics, Food Styling etc.

## ❖ Assignment & Evaluation

## ❖ Medium format Photography

- How to handle digital backs with medium format camera
- Three type of camera

## ❖ Still Life Advertising/ Lifestyle

- Splash Photography
- Mix Media Lighting
- Liquid Photography

## ❖ Location Photography

- Mix Day Light with Flash Lighting
- Interior Photography

## ❖ Project 3

## ❖ Dissertation 2 & Panel Presentation

## ❖ Photo marketing & PR

- ❖ Final Dissertation & Internship
- ❖ Final Evaluation



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International Institute  
of Photography