



1. Introduction to photography

- The most common areas of photography
- The equipment you'll need now or later
- Taking photos in public places

2. Professional photography

- The do's and don'ts of professional photography
- How to avoid the mistakes amateurs often make
- What you should know about digital photography
- Tricks of the trade - how to shoot like a pro
- The professional mindset - how to think and act like a pro

3. A guide to your manual settings

- Getting the right exposure
- Setting aperture
- Altering the shutter speed
- Understanding ISO
- How aperture, shutter speed, and ISO work together
- Other manual controls

4 Techniques for taking professional photographs

- Tripods and their importance
- Types of lenses

- Vantage points and how they affect your photo
- Lines, curves, and shapes in your photographs
- The importance of foreground interest
- Rule of thirds
- How background imagery influences your photos

5. Lighting

- The different types of lighting
- The reflection of light
- Outdoor lighting - sunlight
- Recommended equipment for outdoor lighting
- Introduction to indoor lighting
- Photographing indoors – the technical issues

6. Travel photography

- A checklist for better travel photos
- How to research and prepare for your trip
- What equipment should you take?

7. Photography equipment

- Cameras
- Lenses
- Tripods
- Monopods
- Camera bags
- Digital storage

8. The great outdoors: nature and landscapes

- Nature photography
- Landscape photography
- Recommended gear
- Camera techniques for capturing your images
- How lighting affects your photos
- Displaying your images and finding markets
- Captioning and recording data

9. Digitally editing your photographs

- Re-invent photographs as new and different images
- What you can do with photo editing software

- Workflow
- Picture orientation
- Cropping
- Levels
- Altering brightness and contrast
- Hue and saturation
- Red eye
- Cloning
- Printing and saving

10. Portrait photography

- The difference between studio and on-location portrait photography
- How lighting affects a portrait
- What kind of gear you need to shoot portraits
- How to interact with your clients
- How to handle fidgety children during a session
- How to lay out your studio

11. Photo manipulation techniques

- What layers are and what they are used for
- How to use layers
- How to apply a layer mask
- What the brush tool is and how to use it
- How to apply an adjustment layer
- How to merge layers
- How to use the dodge and burn tools
- Adding a lens vignette to your photo

12. Product and advertisement photography

- Why you should consider having a specialty in advertisement
- How to select one or more specialties
- Photographing products
- How to choose your lighting
- Tips on setting up a professional photo studio
- How advertising photographers get assignments
- How to find potential clients

13. Fashion photography

- What is fashion?

- The role of the fashion photographer
- Expressing yourself as a fashion photographer
- Developing a style
- Shooting fashion shows
- Techniques in fashion photography
- Marketing and branding yourself
- Sourcing contacts
- Photographing models in the studio

14. Photojournalism

- The basics of photojournalism
- How to capture the perfect photograph
- Why context is so important
- Finding (and getting) freelance photojournalism work

15. Developing a digital presence

- The importance of having a digital presence
- Why you should build a website, and how to do it
- The benefits of a photo blog and how it works
- Using social networks to establish your business

16. Marketing your business

- Providing samples of your work
- Business cards
- Local press
- Direct mail
- Referrals
- Networking
- Print ads