

Producing Photos for Publication

One Day Workshop

Does your organisation have a camera but you lack confidence in using it to take photos that can be widely used? Producing Photos for Publication is the workshop for you.

OBJECTIVES

Producing Photos for Publication is a one-day foundation course in photography. It provides both theoretical and practical guidance to getting the best from a camera, whether the photos are for intranet use or as a means of publicly promoting your organisation. It's not for nothing that people say 'a photo is worth a thousand words' – high quality photos add immeasurably to the impact of reports, press releases, newsletters and websites. This workshop provides the perfect structure for participants to learn, practice and develop the techniques needed to produce photographs that will work for your organisation.

OVERVIEW

Participants will learn:

- What terms like f-stops and shutter speeds mean
- How to use your camera's controls
- Designing images to deliver their intended message
- Taking photos with impact
- Six key steps in taking good photos

WORKSHOP TIMETABLE

The workshop is run over one full day. In the first session we examine the basics of all photography – those that apply whether the pictures are being taken with a \$100 camera or a \$10,000 camera. We then look at making best use of camera controls, including flash and exposure settings. Before morning tea participants learn how to plan photos to suit their intended published functions. After lunch we concentrate on improving picture impact, and then we cover some specific techniques for taking difficult photos. Finally, we finish with six key steps to improve the quality of your photography. During the workshop participants will be actively using their cameras, immediately putting into effect the techniques and ideas that are being covered.

Please bring with you the digital camera that you will most often be using, together with its computer upload cable (or card reader and cable).

Schedule

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| 9:00am | Welcome |
| 9.05am | Fundamentals <ul style="list-style-type: none">- Aperture and shutter speeds- ISO- Focal length- Depth of field |
| 9.45am | Using the Camera's Controls <ul style="list-style-type: none">- Auto camera settings- Manual camera settings- Flash, including fill-in flash |
| 10:30am | <i>Morning Tea (20 Minutes)</i> |
| 10.50am | Planning the Image <ul style="list-style-type: none">- Photo function- Publishing media- Creating the photo |
| 12.40am | <i>Lunch (45 minutes)</i> |
| 1.50pm | Photographing for Impact <ul style="list-style-type: none">- Composition- Movement- Using depth of field |
| 3.00pm | <i>Afternoon Tea (15 minutes)</i> |
| 3.15pm | Photo Techniques <ul style="list-style-type: none">- Portraits- Close-ups- Difficult lighting |
| 4.15pm | Summary <ul style="list-style-type: none">- Six key steps to taking good photos |
| 4.30pm | <i>Finish</i> |

LOGISTICS

Please arrive 15 minutes before the commencement of the workshop to allow for registration. Lunch and morning/afternoon tea are provided free of charge. If you have any special dietary requirements please let us know when you book your place.

TRAINER

Julian Edgar has over 25 years of experience in producing published photography. His photography has been used in print magazines in Australia, the USA and UK, as well as the Web. He has produced photography for two technical books and has also worked as a magazine and Web editor in both commercial and Public Service roles.

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