

Course Planning Template

Guidelines: We recommend the following process for filling this document

1. Write the course description
2. Write the course learning outcomes
3. Write a course summary
4. Write the topics to be covered in each module
5. List the course completion requirements

Course Title	Photography for Advertising – Commercial Photography
Course Length	5 weeks (10 classes – 2 hours each)
Target Audience	<ul style="list-style-type: none">- Anyone interested in learning photography (we will cover all the basics).- Anyone interested in becoming a commercial photographer.- Business owners who want to conduct photography themselves for their business.- People from the advertising community who want to understand the photography side of the business.
Prerequisites (if any)	None
Language of Instruction	English/Urdu (bilingual)

Instructor Availability/Ways to reach the instructor (email/WhatsApp)	
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Course Description

This course will introduce people to the exciting and creative world of photography with a special focus on commercial photography relating to advertising. We will explore core concepts like light, exposure, framing, equipment, planning and editing, and touch on unconventional topics like dealing with clients and agencies and managing productions for large scale brand shoots.

Course Learning Outcomes

	By the end of this course, the students should be able to:
LO1:	Understand the fundamentals of photography.
LO2:	Grasp concepts involving light, cameras, lenses and postproduction.
LO3:	Understand basics of shooting product/food photography, fashion photography and ad photography.
LO4:	Get a head start into the world of commercial photography.
LO5:	Create a portfolio.
LO6:	

Assessments/Graded Components

Regular attendance is required for this course and will contribute to the completion certificate. This includes active involvement in class discussions, hands-on activities, and participation in exercises.

Course Summary			
Lecture	Module Name	Key Concepts/Topics Covered	Assessments
1	Intro to Photography	This lesson covers the basics of photography including concepts and examples. It goes over the course trajectory and the participants get to know everyone and establish where they stand. Also, they are introduced to the world of ‘commercial photography’	
2	Light and Exposure	This lesson covers light and exposure. It goes over the importance and usage of these elements in photography.	
3	Cameras & Lenses, framing and composition	This lesson covers cameras, lenses, framing & composition, and techniques to get a good image.	
4	Equipment, modifiers and manipulating light	Equipment needed and used in the field. Modifiers and their types & purposes are explained along with how to manipulate light with modifiers.	
5	Post and editing/retouching	This lesson covers the steps taken after the shoot. It goes into detail about retouching and editing.	
6	Outdoor practical	Shooting outdoor with natural light including portrait and architecture within the campus.	
7	Shooting Product & Food	Delve into the world of product and food photography. The class will attempt an actual shoot and explore methods for good images.	

8	Shooting Fashion	Explore fashion shoot techniques with exercises.	
9	Understanding advertising and shooting for brands & agencies	Understand advertising agencies and what's required for a brand / agency shoot. Also, best practices are discussed and how to deal with clients and agencies.	
10	Portfolio building, mindset, and strategy for success. Master project review	Portfolio building and strategies for business development as a commercial photographer are discussed. We will also go over everyone's work after a master project.	

Supplementary Reading Material

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