Mastering Photography and Videography: A 4-Week Journey

2027 □□□□□□ 12 – □□□□□ 18
Toronto (Canada)



Mastering Photography and Videography: A 4-Week Journey

Ref: 20220851_173275 Date: 18 Location: Toronto (Canada) Fees: 20100 GBP

Course Description

This intensive 4-week course covers the fundamentals of both photography and videography, providing a comprehensive understanding of visual storytelling. Participants will learn essential camera techniques, composition principles, lighting setups, and post-production skills. By the end of the course, students will be equipped to create compelling visual content for various purposes.

Learning Objectives

- Master camera operations and settings for both photography and videography
- Develop a keen eye for composition and visual storytelling
- Learn professional lighting techniques for various scenarios
- Acquire proficiency in post-production editing for photos and videos
- Understand the principles of visual storytelling and narrative structure
- Create a portfolio showcasing a range of photography and videography skills

Course Modules

Day 1: Introduction to Visual Storytelling

- Understanding the power of visual communication
- Basic principles of storytelling through images
- Overview of photography and videography equipment
- Setting course goals and expectations

Day 2: Camera Basics for Photography

- Understanding camera types and functions
- Exposure triangle: ISO, aperture, and shutter speed
- Focus modes and techniques
- Basic composition rules

Day 3: Advanced Photography Techniques

- Depth of field and bokeh effects
- Long exposure and motion blur
- HDR and bracketing
- Using filters and lens accessories



Day 4: Lighting for Photography

- Natural vs. artificial lighting
- Three-point lighting setup
- Using reflectors and diffusers
- Creative lighting techniques

Day 5: Composition Mastery

- Rule of thirds and golden ratio
- Leading lines and framing
- Symmetry and patterns
- Negative space and minimalism

Day 6: Portrait Photography

- Posing techniques for individuals and groups
- Capturing emotions and expressions
- Environmental portraits
- Studio vs. outdoor portraits

Day 7: Landscape and Nature Photography

- Capturing grand vistas
- Macro photography techniques
- Using ND filters for landscapes
- Night sky and astrophotography

Day 8: Introduction to Videography

- Understanding frame rates and resolution
- Basic camera movements: pan, tilt, and zoom
- Audio recording essentials
- Storyboarding and shot planning

Day 9: Advanced Videography Techniques

- Cinematic camera movements
- Depth of field in video
- Slow motion and time-lapse techniques
- Aerial videography basics



Day 10: Lighting for Video

- Continuous lighting setups
- Color temperature and white balance
- Using practical lights in scenes
- Lighting for interviews and talking heads

Day 11: Audio for Video Production

- Microphone types and uses
- Recording clean dialogue
- Capturing ambient sound and Foley
- Basic audio mixing techniques

Day 12: Storytelling Through Video

- Narrative structure in short-form video
- Creating compelling B-roll
- Interview techniques and setups
- Pacing and rhythm in editing

Day 13: Photo Editing Basics

- Introduction to Adobe Lightroom
- RAW processing techniques
- Color correction and grading
- Retouching and local adjustments

Day 14: Advanced Photo Editing

- Layer-based editing in Photoshop
- Creating composites
- Advanced retouching techniques
- Artistic effects and stylization

Day 15: Video Editing Fundamentals

- Introduction to non-linear editing
- Basic cuts and transitions
- Working with audio in video editing
- Adding titles and graphics



Day 16: Advanced Video Editing

- Color grading for video
- Advanced transitions and effects
- Working with green screen footage
- Creating motion graphics

Day 17: Project Planning and Pre-production

- Developing concepts and mood boards
- Creating shot lists and storyboards
- Location scouting and permits
- Budgeting and resource allocation

Day 18: On-Location Shoot Day

- Setting up equipment on location
- Directing talent and crew
- Problem-solving on set
- Managing time and resources

Day 19: Post-Production Workflow

- Organizing and managing media
- Collaborative editing techniques
- Exporting for various platforms
- Backup and archiving best practices

Day 20: Final Project Presentation and Career Development

- Presenting and critiquing final projects
- Building a photography/videography portfolio
- Marketing yourself as a visual creator
- Exploring career opportunities in the field

Practical Wins for Participants

- Create a diverse portfolio showcasing both photography and videography skills
- Develop a personal style and visual signature across different mediums
- Gain confidence in planning, shooting, and editing visual projects from start to finish
- Acquire the skills to pursue freelance opportunities or enhance current professional roles

