



P R I S A

Public Relations &
Communication Management

ESTABLISHED 1957

COURSE OUTLINE

Course	ADVANCED PHOTOGRAPHY
Date	28 September 2018
Region	Gauteng
Venue	TBC
Time	08:30 - 16:00
Registration	08:00 to start promptly at 08:30

Workshop Outline

Give your annual report or media release an interesting touch by adding photographs that tell the story with quality visuals. Photography is the art of making a picture say a million words. A single, well composed image can add a message to your written copy that could not be said using words. Great photography is a skill that can be learned. The eye naturally 'sees' a scene differently to how the camera 'sees' it. We see only the important elements and more or less ignore the rest. A camera, on the other hand, sees all the details within the field of view. For example, backgrounds may be cluttered with objects we do not remember, but the camera shot records them all.



PRISA's one day workshop is interactive and will equip you with the basic principles of photography and composition. Learn to arrange the elements of a scene within a picture, in such a way that you will catch the viewer's attention, please the eye, or make a clear statement. By developing photographic composition skills, you can produce photographs that suggest movement, life, depth, shape, and form, recreating the impact of the original scene. This workshop is informative, enlightening and great fun. Adding photographs to a media release, proposal or client report, will give you the edge in this competitive industry. So, book immediately to attend this intensive short course to make every photograph tell your story.

The following principles will be discussed and will help improve your photography:

Camera (hardware)

- Advanced camera setting
- Exposure
- Advanced Focus
- Lighting
- Colour Management
- Storage and file format

Composition (technique)

- Black and white photography
- Landscape
- Potrait
- Improving Lighting
- Sport/high-energy

Software Training

- Photoshop
- Light Room
- Bridge

Practical

- Practical exercise
- Bring camera and laptop along to apply
- Adobe Photoshop, Light Room and Bridge required

About the facilitator

Hans T. Poto was born in Alexandra Township on January 22, 1991. He received the Graphic Design Bachelor's degree from the Vaal University of Technology (VUT) in 2014 and a qualification in Instructional Design from the University of the Witwatersrand (WITS) in 2017 respectively.

He is currently a Multimedia Developer in the Department Academic support services, CTL (North West University) and has been a Multimedia Developer for CTL from 2015 to current. And has been a Graphic Design lecturer at the Creativity Centre (North West University) from 2016 to current. He was a Photography and Videology lecturer for the Vaal University of Technology (VUT) in 2014. He has been part multimedia projects for TBN under Memory Creator (Multimedia Production) in 2013. Two of the publication projects the *Eish!* and the *Alumni* designed in collaboration while under CTL won twice at the SA Publication and MACE conference in two consist years 2016 and 2017.



Duration:	1 Day
CPD Points:	7.5
*Early bird PRISA Member:	R2420.00
Late PRISA member:	R2670.00
*Early bird non-member:	R2950.00
Late non-member:	R3210.00
PRISA registered student:	R1400.00
Accommodation NOT included in any of the fees Fees subject to change	

***Early bird: Book and pay before 28 August 2018**

Student and member fee rate/s only applicable if PRISA membership fees are paid in full at time of booking. The PRISA CPD programme adheres to the criteria required by SAQA for a recognised professional body. The programme is put together following the Global Alliance best practice professional development framework.



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Book online now to secure your seat as space is limited
Contact: Annah Jordan at annah@prisa.co.za or 011 326 1262