

İMA

Istanbul Moda Academy
Sadrazam Sait Paşa Konağı Teşvikiye Cad.
No: 10/1 Nişantaşı İstanbul
www.istanbulmodaacademy.com

FASHION PHOTOGRAPHY

PROFESSIONAL DEVELOPMENT PROGRAMS



FASHION PHOTOGRAPHY

A good fashion photographer should continuously develop their visual imagination, creativity, and their focus on shadows and forms.



During the program in the Istanbul Fashion Academy's full-featured photo studio, you will learn practically the specifics of fashion photography by attending theoretical trainings and workshops, as well as studio and outdoors fashion shoots. With the projects that are carried out during the program, you will practice concept creation and styling, and conduct professional shoots which will give you the chance to create your own style.

WHEN YOU HAVE COMPLETED THIS PROGRAM, YOU WILL;

- Learn theoretical information on indoor and outdoor shooting, as well as practice skills,
- Learn still life shooting techniques,
- Learn portfolio formats and exhibition techniques,
- Enhance your capacity in planning and executing the shooting process,
- Learn the fundamental principles of working with a model, film crew and creative team,

- Gain more detailed information on fashion photography.

WHO CAN JOIN THE PROGRAM?

- Anyone who aims to pursue a career in fashion photography,
- Anyone who has experience in photography, but wants to specialize in fashion photography.

CAREER OPTIONS:

- Independent fashion photographer,
- You can work as a Fashion Photographer in fashion magazines, online publications or online shopping websites, fashion show or catalog shoots, as well as backstage shoots.

PROGRAM CONTENT

Introduction to Fashion Photography: Provides information regarding the history of fashion photography, current trends, and the key fashion photographers of history.

Studio and Outdoor Photography: Teaches about studio equipment, photometry, studio portrait shoots, outdoor shooting techniques, and photo file format creation.

Photoshop and Bridge: Presents fundamental information on software. It teaches printing methods and the necessary steps to preparing a photo for printing.

Concept and Styling in Fashion Photography: Introduces concept creation, storyboard preparation and styling in fashion photography. In addition to theoretical training; a series of practices to be carried out during the courses, the participation of guest lecturers from the private sector throughout the program, and the group project to be prepared at the end of the program all provide participants with an opportunity to come together with the industry and meet the industry's dynamics.

Project: At the end of the program, you will prepare a final project in consultation with the trainers. You will perform indoor and outdoor shoots with a professional team, and practice the acquired skills and experiences.



Duration: 4 Months (84 Hours)
Days and Hours: Monday and Wednesday
19.00 – 21.30
Language: Turkish
Applications: Applicants will attend an interview for admission. Applicants need to know the fundamental photography principles and, in accordance with law no. 5580 of Turkey's Ministry of Education, they are required to have at least a secondary education degree.

For detailed information: **Phone**
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