



BILLY BLUE
COLLEGE OF DESIGN



Course	Photography for Web Selling
Lecturer	Matthew Venables
Duration	Two half days 12pm – 4.00pm
Dates	Saturday: September 4, 11
Fee	\$250
Venue	Billy Blue College of Design, 171 Pacific Highway, North Sydney

Course Outline

Learn how to shoot, process and compress digital files to make your product look its best on the web. You'll be guided step-by-step through the process of photographing products and artworks for display on the internet. This course will show you many of the techniques used by professionals with practical and straightforward instructions so you can utilise these techniques at home.

Who should attend

You know the basics of operating a camera but want to learn how to make your product shots look professional. It's perfect for:

- online sellers
- product marketers
- artists looking to document their work

Course Outcomes

At the end of this course you will have:

- An understanding of the camera settings and conditions required to make a good shot
- An appreciation of the subtleties of good lighting setups
- A working knowledge of the process of setting up a good product shot
- An ability to best replicate those conditions in your workspace



Course Content

Camera settings:

Aperture

- shutter speed
- white balance (accurate colour)
- lens choice
- other equipment

Lighting

- Measuring, utilizing and manipulating available light
- light tents
- Speedlights

Prerequisites

You need to be comfortable using your Digital SLR camera and have a basic understanding of the camera settings.

Materials to bring

- A Digital SLR camera ***with functions able to be controlled manually***
- Your camera manual – **essential**
- USB memory stick, 2gb or more
- Very Useful: a tripod
- If you have a product or object to photograph – if you don't, or it's too big (a car!), we'll have things for you.

Lecturer's Biography

Matthew Venables has over ten years experience photographing artwork and products. He has worked cameras for a diverse array of clients including arts collectives, musicians, charities, corporations and documentary makers. Check out his work at: www.mvenables.com