

## Course Description and Outline

<b>Course Title</b>	Product Photography		
<b>Level of Course</b>	Beginners	<b>Course Code</b>	A3092; B3093; C3094
<b>Duration in Weeks</b>	5 Weeks		
<b>Brief Description of Course</b>	<p>This course is designed for those who want to be able to photograph their products/work to a basic professional standard, improving their marketing and online presence.</p> <p>On this course will learn how to group, light and use focus to enhance your products. You will also learn how to use studio electronic flash and how to create you own basic studio for future use.</p> <p>(This course is designed to enhance opportunities created by the Promote and Sell your Work Online courses, though you do not have to be enrolled on that course to do this one.)</p>		
<b>Entry Requirements</b>	None, though a basic knowledge of digital photography will be helpful. You may well be enrolled on the Promote and Sell your Work Online or have completed our Basic Digital Photography or Get to Know your Digital Camera courses.		
<b>Main Learning Outcomes for all Learners (Maximum of 5) By the end of the course you will be able to:</b>			
<b>1</b>	Group objects together to create an effective composition		
<b>2</b>	Effectively light a group of objects to visually enhance them		
<b>3</b>	Use of various focal length lenses to create visually stimulating images		
<b>4</b>	Use and various types of lighting		
<b>5</b>	Use focus and depth of field to make effective images		
<b>Equipment Required What will I need to bring to class?</b>	A digital camera, preferably with the ability to connect to an external flash, i.e. (hot shoe). A Memory stick Pen and notebook		
<b>What courses can I go on to?</b>	<p>Basic Digital Photography, Get to Know your Digital Camera or Promote and Sell your Work Online. Alternatively you may wish to enrol on other courses held at Idea Store Learning. Please see a course guide for further information or speak with your tutor.</p> <p>Your tutor will support you in researching these and other courses outside of Idea Store Learning.</p>		

### **What examination or assessment will there be and what will it involve?**

You will complete a self-assessment at the beginning, middle and end of the course.  
The tutor will carry out informal assessment to check your understanding, there is no exam.

Your tutor will let you know how you are getting on throughout the course with continuous feedback.

At the end of the course you will receive written feedback.

### **How will I know I am making progress?**

You will have an 'Individual Learning Plan' where the course learning outcomes are shown and where you can set your own learning goals and monitor your own progress.

You will need to evaluate your own progress and manage your time.

Your tutor will give ongoing feedback and will keep you informed of your progress.

### **Is there anything else I need to know?**

To maximise your chances of benefiting from the course fully we expect you to attend **all** scheduled sessions and that you do so **punctually** and are ready to start learning at the start of the class.

### **What if I want extra support?**

Come and see one of our experienced and friendly advisors. For further information, email [ideastore@towerhamlets.gov.uk](mailto:ideastore@towerhamlets.gov.uk) and a member of the team will get back to you.

This is a brief description of the course content and is not definitive or exhaustive. The course content may be subject to change without notice however the details above are intended to give a picture of the types of activities which may be included on the course.

Course outlines provide a general summary of the contents and material to be covered during lessons. They are subject to change at the discretion of teachers to meet the needs of learners and should not be regarded as prescriptive lists of activities to be covered.

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