trainme ™
training center

COMMERCIAL PHOTOGRAPHY
International Certificate from UK

30 hours

Contact us: **+973 17877999**   www.trainme.bh

Trainmebh   Trainme bh

PROGRAM SUMMARY

Can you photograph food for a restaurant menu or a company CEO for an annual report? Do you know how to 'style' a shoe to photograph? Do you know what price you should charge for stock photo usage? If you answered yes to these questions, then you may have the makings of a commercial photographer.

Commercial photography is an exciting field and can be a lucrative business! It's true; commercial photography rates can run from ,1000$ 2000$, and even 5000$ per day plus expenses. A career in commercial photography can be pretty exciting especially when you are photographing an annual report, company brochure, travel essay, an advertisement, or traveling the globe on assignment. If this is your dream job, then you've taken the right step to achieve your dreams.

This Commercial Photography Program is designed to meet the demands photographers experience in today's markets and will help the participants to:

- Become experts in photographic lighting and strobe lighting
- Set-up, market and brand their photography business
- Photograph people, places and products
- Retouch photos
- Determine your photography rates
- Estimate assignments and stock photo sales
- Bid on photography jobs
- Find clients
- Budget for your business and studio
- Seek a stock photo agency

You will also learn
- How to find clients
- How to create and present your portfolio
- How to market your business
- How to price for profit
- How to be a creative and in-demand photographer

PROGRAM OBJECTIVES

MODULE 1
COMMERCIAL PHOTOGRAPHY (AN OVERVIEW)

- Uses of Commercial Photography
- Tools of the Trade
- Commercial Photography Management

MODULE 2
CAMERA TECHNIQUES

- Basic Camera Techniques
- How to master product photography
- The 2 types of e-commerce product photography

MODULE 3
CAMERA LIGHTING SET-UP

MODULE 4
ADVERTISING PHOTOGRAPHY

- History of Advertising Photography
- How to Use Photography in Advertising to Engage and Inspire Your Audience
- What makes a successful advertising photograph?
- Best practices for utilizing photography in ad campaigns

MODULE 5
EVENTS PHOTOGRAPHY

- Examples of event photography (corporate)
- Event Photography tips and techniques

Commercial
Photography