



FIRST MEDIA PROFESSIONAL LEARNING CENTRE

Studio Lighting & Digital Imaging – Intermediate

Certificate of Attendance conferred by
FIRST MEDIA PROFESSIONAL LEARNING CENTRE
In collaboration with First Media Design Integrated Marketing Communication Group

Objectives of the Workshop

Learners will explore how to handle and proficiently use photographic studio lighting and equipment. Lighting theories will be emphasized upon to ensure that learners will fully comprehend the broad spectrum of photography lighting techniques that are required to create a spectacular shot. Learners will also embark and transcend from the camera world to the digital software world. Learners will learn digital imaging techniques that will help them create stunning professional looking photographic images

Profile of First Media (FM)

First Media is Singapore's leading player in the marketing communications business. FM comprises 10 creative studios with specialised disciplines, experience and qualifications, offering a seamless chain of integrated marketing communication services.

Over the decades, FM studios have been successful in providing creative services to a broad spectrum of industries covering small and medium enterprises (SMEs), multinational corporations, Temasek-linked Companies (TLCs), government ministries and statutory boards.

FM has established a strong presence in regional markets. It has physical studio presence across 5 Asian markets staffed with qualified and experienced design practitioners.

What Will You Learn During the 6 Days?

Lesson 1:
Introduction of studio lighting, the fundamental equipment set up of a photography studio. Introduction to different lighting equipment.

Lesson 2
Practice shoot - Achieving different lighting effects. One light system, Two light system. Lighting ratios, Soft lighting and hard lighting. Using tungsten lighting. Measuring light using the light meter. Colour correcting tungsten lighting with coloured filters.

Lesson 3
Practice shoot – Understanding electronic lighting system, auto slave functions. Controlling lighting ratio with electronic lighting. Measuring light for electronic lighting with the light meter.

Lesson 4
Practical - Tungsten lighting shoot. Learners are to plan and complete a tungsten lighting shoot of their choice.

Lesson 5
Practical – Electronic lighting shoot. Learners are to plan and complete an electronic lighting shoot of their choice.

Lesson 6
Digital imaging, editing the photos in Photoshop, colour correction basic RGB and levels correcting, Cropping, dodging and burning, clone stamping and digital editing Creating effects in Photoshop.

For Whom?

Anyone 16 years old and above who has a keen interest in photography. Basic knowledge of photography, completed Fundamentals of Photography - Basic

Fees Applicable

Programme course fee - \$400
Registration and certification fee - \$50
All cheques to be made payable to 'First Media Design School Pte Ltd'
* Fees shown are exclusive of GST.

Equipments

All learners are expected to have their own single lens reflex camera (SLR/DSLR) that has a manual override function. Learners are also expected to get their own tripod by lesson 3 and lesson 4 practice shooting sessions.

Duration

This is a 3 hours once per week programme for a duration of 6 weeks

Interested parties, please call 6 337 8663 or email sc@firstmedia.edu.sg for more information.

Nurturing Tomorrow's DesignPreneur