

# Professional Intensive

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## Exit Competencies

Graduates of Professional Intensive who attend all required and optional classes will be able to exhibit competency in the following areas:

### Photography & Equipment

Graduates will be able to:

1. Use the zone system of exposure and be confident creating perfect exposures in all lighting situations.
2. Achieve accurate focus every time, and know how to set up a camera's autofocus in multiple different modes for different shooting situations.
3. Understand the differences between exposure controls (what controls movement, depth of field, noise) and use them intentionally to capture a scene in a creative way.
4. Know what types of camera and lens equipment are available and what should be used for specific situations to achieve the look they want.
5. Understand how and when to use tripods and what different types of tripods are available for different purposes.
6. Know how to calculate and use the hyperfocal distance to achieve acceptable sharpness from a near limit to infinity.
7. Understand the camera's sensor limitations in recording high contrast and know the solutions to overcome this.
8. Be proficient using The Photographers Ephemeris or Sunseeker to predict when and where the sun or moon will be at any location and time.

9. Have a thorough understanding of white balance in mixed lighting environments and be proficient at color correcting.
10. Know about modern medium format digital cameras as well as an introduction to how film photography can be used today.

### Lighting & Studio

Graduates will be able to:

1. Use both studio strobes and portable flashes in the studio and on location to replace or augment the natural light in the scene.
2. Use a meter to determine what your exposure will be before taking an image.
3. Use reflectors, scrims, and shade to augment natural and artificial light.
4. Have full control over (or utilize their knowledge to refine) the lighting in any situation.
5. Use hard light modifiers in the studio and on-location.
6. Use soft light modifiers in the studio and on-location.
7. Recreate traditional and non-traditional (what is current in the industry) portrait lighting setups.
8. Use multiple lights and modifiers to accentuate or downplay certain elements of an image.
9. Shoot images of highly reflective or transparent products.
10. Create appetizing images of food in the studio and on location.
11. Shoot large objects such as cars and motorcycles on location with portable strobes.

12. Use lights to enhance exterior and interior architectural scenes to create marketable images.
  13. Understand the differences between TTL and Manual flash modes and understand what shooting situations would benefit from these modes.
  14. Understand the advantages of off-camera flash and how to use it effectively.
5. Understand how geographic location influences pricing and job availability.
  6. Feel confident with basic bookkeeping and accounting practices, as well as applicable tax codes.
  7. Know how their business must change and adapt to the changing photographic environment and how to adapt it to match the genre of photography they are pursuing.
  8. Have a thorough understanding of copyright, ethics, plagiarism, law, and the rights of photographers.

## **Vision & Creativity**

Graduates will be able to:

1. Create images with pleasing and engaging compositions.
2. Know the history of photography and apply what photographers did in the past to help improve their own art.
3. Edit their own work and determine what images should be in their portfolio to attract targeted clients.
4. See like a camera, and visualize what images will look like before clicking the shutter.
5. Create a series of images that illustrate a story or theme.
6. Understand how to sequence their images effectively for portfolio and web.
7. Understand photographic genres and the differences between them.
8. Present their work professionally and confidently.

## **Business & Finance**

Graduates will be able to:

1. Know their cost of doing business and what it will take to make a full-time living from their photography.
2. Have a business plan that outlines where they hope to be in the future and how they are going to get there.
3. Know the practical, legal and financial fundamentals of starting a business, as well as legal requirements.
4. Feel confident with pricing their work, negotiating with clients and creating / accepting contracts.

## **Image Processing & Workflow**

Graduates will be able to:

1. Store, manage and organize images in Adobe Lightroom.
2. Perform global and local adjustments in Adobe Lightroom.
3. Utilize Capture One Pro for tethering in the studio, file management and basic edits.
4. Use Adobe Photoshop to create complex composites, to retouch, and to put the finishing touches on images.
5. Make perfect local adjustments with no selection fringes, even on difficult images.
6. Perform advanced color corrections using RGB, CMYK, LAB color or other techniques.
7. Use Photoshop Actions and Lightroom Presets to develop a consistent style.
8. Understand how to use Capture One Pro's overlay feature for compositing or stacking images.
9. Be proficient in Photo Mechanic, and its integration with Lightroom.
10. Understand helpful workflow techniques for both the retail and commercial worlds.

## **Marketing & Advertising**

Graduates will be able to:

1. Know who their target client is, what interests them, and how to effectively market to them.
2. Understand their brand and convey a consistent brand image across all marketing avenues.

- Utilize printed materials, social media advertising, Google AdWords, and traditional marketing to promote their business.
- Understand additional printed, in-person or relational marketing options available to them.
- Have a professional website to showcase their portfolio and help clients find and learn more about them.
- Have a marketing plan outlining how they plan to market their photography business to a target audience.
- How to conduct themselves professionally during in-person meetings and portfolio reviews.

### **Shoot Production**

Graduates will be able to:

- Coordinate with producers, stylists, models and other support staff to put together a large production shoot.
- Work with equipment rental houses, understanding the gear they should ask for.
- Manage their team and ensure the client gets the best possible product.
- Be involved in creative calls and work within a team to create a single image.
- Find, direct, and work with models.

### **Assisting + Digital Tech**

Graduates will be able to:

- Set up, break down, and pack studio equipment properly, safely, and efficiently.
- Perform important maintenance tasks on studio and camera gear.
- Set up Capture One Pro or Adobe Lightroom as a tethering program in the studio.
- Manage files as they load into a computer from a tethered camera.
- Know how to sell themselves as assistants and how to maintain a professional resume.
- Effectively assist on a shoot – understand the assistant role and how to communicate effectively with the other members of the production team.

- Understand the expectations of a Digital Tech: capture, metadata, retouching, layouts and asset management.
- Understand the process of using advanced grip and lighting equipment.

### **Output & Graphic Design**

Graduates will be able to:

- Print images from Adobe Lightroom, Adobe Photoshop, or Capture 1 Pro.
- Export images for a wide variety of uses on the web, print or digital.
- Outsource prints to a photo lab.
- Understand different color spaces and what each one is used for.
- Use typography and color to convey their brand through a chosen font.
- Understand graphic design and how to use design to further their brand.
- Understand how to hire professional designers to develop a brand.
- Design their logo, business card and other marketing materials using Adobe InDesign and Adobe Illustrator.
- Design, create and print a digital portfolio using Adobe InDesign.
- Understand professional printing options for promotional materials.

### **Videography**

Graduates will be able to:

- Understand how photographic principles apply to videography.
- Understand the technical settings of videography and the creative implications.
- Edit and create videos using Adobe Premiere Pro.
- Record an interview using constant lights and audio equipment.
- Record B-roll for use in a final video project.
- Export video for a variety of different mediums.
- Create interesting and engaging video clips for a variety of purposes.

## **Genre Studies**

Graduates will be exposed to (and have had the option to work more with) the following genres of photography:

1. Portrait
2. Wedding
3. Fashion
4. Product
5. Food
6. Adventure
7. Sports
8. Stock
9. Conceptual
10. Event
11. Macro
12. Landscape
13. Documentary
14. Editorial
15. Travel
16. Astrophotography
17. Aerial
18. Lifestyle
19. Advertising
20. Automotive
21. Boudoir

## **Mentors & Collaborators**

Graduates will:

1. Understand how to make connections in the industry with their peers, industry leaders and potential clients.
2. Have received useful 1:1 time given by instructors and mentors to help them improve their portfolio and plans.
3. Possess an impressive list of industry connections.
4. Be part of a support system of fellow aspiring and professional photographers.
5. Understand how to work professionally with collaborators of all kinds.
6. Have received post-school mentoring to help launch their career.