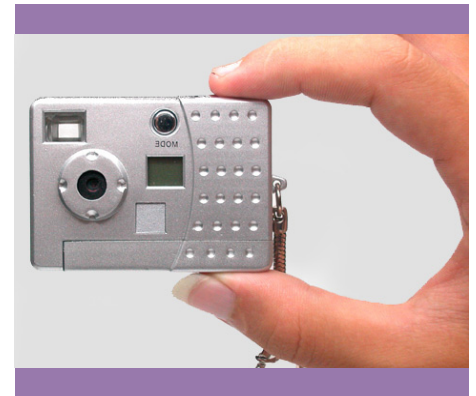


## Digital Photography Two

**A one-day workshop taking delegates to a higher level of competence in using their digital cameras effectively in their PR campaigns, web-sites and internal communications**

**It is for in-house PR executives and those in consultancy with an existing level of experience of using a digital camera and its associated software**

PROFESSIONAL  
**£325\***



\*For companies in the PRCA or delegates in the CIPR. Full price £395+VAT.

### Aims of the course

Delegates build on skills that they have acquired on our basic *Digital Photography* course and/or in their job.

They see how to work like photojournalists on photoshoot assignments; taking pictures that combine with words for complete visual and verbal communication.

### Delegates learn how to:

- Think like a photojournalist
- Use pictures to enhance corporate image
- Produce portraits rather than just head and shoulder shots
- Light subjects effectively
- Feature acceptable levels of corporate branding in images
- Prepare and maintain an active archive of corporate images
- Control images in Photoshop
- Use their images creatively in Powerpoint presentations
- Handle photographers and be aware of copyright law

### COURSE CONTENT

The course is photoshoot based. It is a practical, hands-on day.

A short introduction to the principles and legal aspects of photojournalism is followed by photoshoot assignments in the area in which the course is running.

The photoshoot assignments are designed to illustrate the topics covered below. The tutor accompanies the group on these assignments and critiques during and after each.

#### How to Enhance your Images

Some Photoshop techniques that enhance your images, add effects and correct faults. Using your images in PowerPoint.

#### Creative Portraits

How to turn a mugshot into a stunning portrait. Capturing the sitter's character. Lighting techniques for atmospheric portraits. A different angle. Styling for different publications.

#### Location Location Location

How to get the exact look you want from location shots. Maintaining the corporate image, including branding.

#### Lighting

How to make the most of natural lighting. When a touch of flash can improve the effect, even outdoors.

#### Telling the Whole Story in Pictures

How to produce enough pictures for a magazine spread.

#### Final Debrief

Delegates present their pictures, and the story they tell, to the tutor and the group.

[www.henshallcentre.com](http://www.henshallcentre.com)

Our web site shows: terms of business; EarlyBird discounts; SuperSaver prices; and all course dates. Book online. See how to run this course just for your team. Get maps and details of local hotels. And read *iDeals* - our online newsletter.



PR Training Provider