



Internationalisation is very important these days. Speaking English is not longer enough to work with international teams or companies. Therefore acquiring international experience is a key to a success and starting a great career.

## Photography course outline

### **4D methodology:**

1. Discover > basic knowledge history and techniques
2. Define > examples, styles, current status
3. Develop > work at home on project /work in groups to develop an idea
4. Deliver > finish a project and present it to public

Detailed breakdown of the course's contents

## **Discover**

### **★ Lesson 1 - The history**

- Platon
- Camera obscura
- Invention of photography
- Early days
- Pictorialism
- Social photography
- Street photography
- Advertising
- Storytelling
- Contemporary photography

### **★ Lesson 2 - Styles**

- Portrait
- Landscape
- Street
- Art
- Journalism
- Working in photography

## Research assignment

### ★ Lesson 3

Presentation: 5 mins in front of other students.

## Define

### ★ Lesson 1 - Optics and Camera

- Light
- Cameras
- Lenses
- Darkness
- Industry

### ★ Lesson 2 - The image

- The image
- Colour Theory
- Composition positive and negative
- The rule of 3
- Golden ratio
  - Spirals and fractals in chaos theory
  - Fibonacci
- Staffage
- Light painting

## Shooting assignment

### ★ Lesson 3

Presentation: Show the in front of other students.

## Develop

### ★ Lesson 1

Develop an idea, present it in one on one session to get feedback before shooting.

Work in groups permitted.

10-15 mins consultations, booking time required.

### ★ Lesson 2

Present the work in progress to everybody. Max 5 min including Q&A

## **Deliver**

### **★ Lesson 1**

Exhibition information and consultations time.

Learn how to set up an exhibition.

Academy provides the space.

Students have to research printing, framing, hanging and transportation.

### **★ Lesson 2**

Present your project to everybody with a short description.

Receive personal feedback.

Within next week print your photographs, frame and deliver to the gallery.

### **★ Vernisage**

Exhibition presenting student's works to public.

## **Course system**

The fee is 50 000円 plus 28 000円 motivational fee which you can claim back at the end of the course. The Academy implements motivational methodology meaning that for attendance and assignments students can get the money back.

There are 14 obligatory tasks:

- 11 lessons attendances
- 3 assignments including the final project

Missing assignment or being absent costs 2 000円. Therefore if you attend all lessons and deliver all assignments you will receive 28 000円 back. For example, if you miss two of the obligatory lessons or assignments you will receive 24 000円 back.

# Schedule

Week	Module	Contents
1*	Discover chapter 1	History of photography
2*	Discover chapter 2	Styles of photography
3*	Discover conclusion	<b>Research assignment*</b>
4*	Define chapter 1	Optics and camera
5*	Define chapter 1	Perception and composition
6*	Define conclusion	<b>Shooting assignment*</b>
7*	Develop chapter 1	Idea consultation
8		time for work on project
9*	Develop chapter 2	WIP presentation
10*	Deliver chapter 1	Work on your project
11*	Deliver chapter 2	<b>Final presentation*</b>
12*	Exhibition	Public exhibition of all projects

\*motivational tasks

## Enquires and registration:

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With over 15 years of experience working for over 15 countries, managing many international teams across the world, leading creativity and technology at Microsoft, exhibiting photography around the world, Adam Buczek has a unique experience and know-how that can help you succeed.

