Course Title: Essentials of Photography and Videography with a Focus on Product Shoots and Interviews

Duration: 2 months
Frequency: Twice a week
Target Audience: Beginners to Intermediate enthusiasts
Course Goals:

- Develop fundamental photography and videography skills.

- Master the art of product photography and videography.

- Learn to effectively shoot interviews and B-roll.

Weekly Breakdown:

Week 1: Introduction to Photography and Videography

- **Day 1: Basics of Photography**

  - Understanding your camera: Exposure, Aperture, Shutter Speed.

  - Composition and framing.

  - Introduction to different photography styles.

- **Day 2: Basics of Videography**

  - Videography principles: Frame rate, Aspect ratios, Resolution.

  - Basic camera movements: Panning, Tilting.

  - Introduction to video equipment and accessories.

Week 2: Shooting Techniques

- **Day 1: Advanced Photography Skills**

  - Advanced lighting techniques.

  - Shooting in different conditions (low light, outdoors, etc.).

  - Focus on depth of field and motion.

- **Day 2: Advanced Videography Skills**

  - Advanced camera settings for video.

  - Using gimbals and stabilizers for smoother footage.

  - Techniques for dynamic shooting (action shots, moving subjects).

Week 3: Product Photography and Videography

- **Day 1: Product Photography**

  - Setting up your product shoot: Backgrounds and props.

  - Lighting setups specifically for products.

  - Techniques for sharp, detailed product images.

- **Day 2: Product Videography**

  - Creating engaging product videos.

  - Close-ups and macro techniques for showcasing product features.

  - Storytelling through product videography.

Week 4: Capturing People: Portraits and Interviews

- **Day 1: Portrait Photography**

  - Techniques for natural and studio lighting.

  - Posing individuals and groups.

  - Capturing expressions and moods.

- **Day 2: Shooting Interviews**

  - Setting up for interviews: Choosing locations and backgrounds.

  - Microphone techniques for clear audio.

  - Camera setups for single and multi-person interviews.

Week 5 & 6: Advanced Composition and B-roll

- **Day 1: Composition Techniques**

- Advanced compositional rules for photography and videography.

- Creative uses of angles and perspective.

- Thematic storytelling through composition.

- **Day 2: Capturing B-roll**

  - Importance of B-roll in videography.

  - Techniques for capturing effective B-roll.

  - Integrating B-roll with main footage to enhance storytelling.

Week 7 & 8: Editing and Post-Production

- **Day 1: Photo Editing**

  - Using software like Adobe Lightroom and Photoshop.

  - Techniques for retouching, color correction, and artistic effects.

  - Workflow tips for efficient post-processing.

- **Day 2: Video Editing**

  - Introduction to video editing software (Adobe Premiere, Final Cut Pro).

  - Editing dialogue, adding transitions, and color grading.

  - Syncing audio and video, adding music and sound effects.

Final Week: Project Presentation and Review

- **Project Work**: Students work on a comprehensive project that includes photography and videography elements, showcasing skills learned in product imaging, interviews, and B-roll.

- **Presentation Day**: Students present their projects for critique and feedback.

- **Review and Certification**: Wrap-up session reviewing key skills, distribution of certificates, and discussion on continuing practices and next steps in photography and videography.