



## Art of Seeing PHOTOGRAPHY

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## PHOTOGRAPHY CRASH COURSE

### Photography through 'art of seeing'



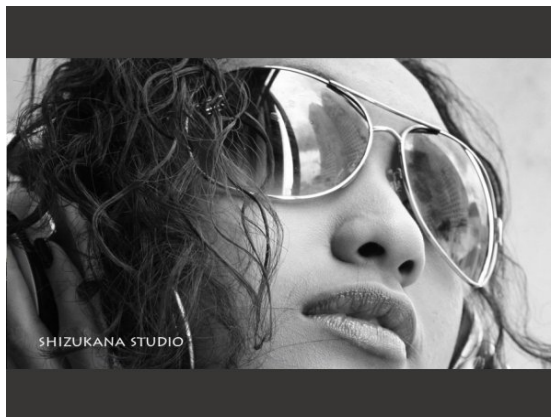
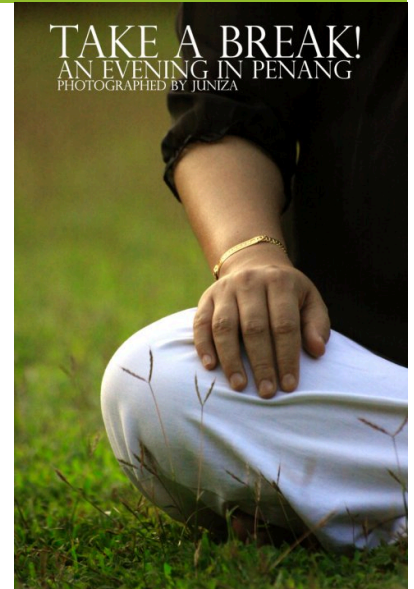
### Tips

1. Capture an image that have story in it.
2. Aware with people and events around you.
3. Explore new and different angle in an image.
4. Create a candid look and moment.
5. Try different lens.
6. Play with eye contact
7. Break the rules!
8. Be out-of-comfort-zone.
9. Take a series of shots!

Things that you need to know first:

1. Basic in handling DSLR
  - i) shutter speed
  - ii) aperture
  - iii) ISO
  - iv) Depth Of Field
  - v) Rule of Third
2. Elements in composition
3. Angle in Photography

TAKE A BREAK!  
AN EVENING IN PENANG  
PHOTOGRAPHED BY JUNIZA



SHIZUKANA STUDIO



# Business In Photography

## WEDDING | FAMILY PORTRAIT | PRODUCT | PHOTO JOURNALISM

Business in photography is not running between wedding photography only. It could be more than that.

It could be business in:

1. Wedding photography
2. Portrait photography
3. Product photography
4. Photojournalism

With different concept such as:

1. Family portrait
2. Kids portrait
3. Commercial
4. Experimental
5. Candid

Starting a business in photography need a strategy, planning and skills:

1. Portfolio (online and offline)
2. Name card/business card
3. Communication skills
4. Opportunity
5. Quality of service



# PORTRAITURE

## PHOTOGRAPHY

### DEFINITION

#### **CANDID (unaware subject)**

It's usually used to capture moment and typically a travel shots.

#### **CANDID (aware subject)**

The subject is usually aware of the presence of you and your camera.

#### **POSED**

The photographer has communicated with the subject by words or body language.

#### **FORMAL**

Normally planned out between photographer and subject regarding location, concept and clothing and mood.

#### **COUPLE**

The challenge for the photographer is to interpret relationship between two people in a picture.

### Types of Portraits

1. Candid
2. Posed
3. Formal
4. Couple
5. Human Interest
6. Sporting
7. Children
8. Group

### DEFINITION

#### **SMALL GROUP**

It's usually 3 or 7 people in a group. Your task is to show the common bonding between subjects.

#### **LARGE GROUP**

It could be 10 or more people in a group.

#### **HUMAN INTEREST**

The subject's environment tells us more about the subject than the facial features and pose.

#### **SPORTING**

The sporting portrait shows the subject with their uniform, equipment in their sporting environment, such as cyclist resting on bicycle with winding road behind.

#### **CHILDREN**

The portraits normally fit into the categories of posed or candid aware. Be prepared to shoot very QUICKLY!

# COMPOSITION In Portraiture

## 1. CLOSE UP!

Instead of shooting full body and half body, don't be afraid to fill the frame with your subject. Zoom in close! It doesn't mean to focus on face shots only but you can expose the details.

## 2. FRAMING to concentrate attention on subject.

## 3. Create TEXTURE on your background

## 4. Use LINES

## 5. EXPLORE angles! Alter your perspective.



PHOTOSHOOT SESSION WITH SURIA FM DEEJAYS  
SHIZUKANA STUDIO 2007



PORTRAITURE SHOTS



# PRODUCT

## PHOTOGRAPHY



PRODUCT photography can be one of the focus areas in business.

Product photography normally is done for commercial purposes.

There are things to consider for shooting product:

1. Product/subject matter
2. Concept/theme
3. Lighting sources
4. Camera Equipment
5. Props and Backdrops

LENS for product shoot is important! You are recommended to use 50mm lens or at least a 'standard lens' to shoot your product.

AVOID wide lens and zoom lens for shooting product photography!

If you are a beginner and don't have enough equipment, go for the simplest one which is camera and a 'natural lighting'

