

# MEDIUM FORMAT photography

Duration: 2 Weeks

Age limit: No Limit

WEEKEND COURSE

Pre-requisite: Foundation Photography

In case you if haven't done foundation course a strong knowledge of digital photography is required to enroll.

Co-requisite: Fashion/Food & Product/Commercial

Fees: ₹ 36000+GST



**HASSELBLAD**  
CREATE TO INSPIRE

# THE KEY TOPICS OF MEDIUM FORMAT PHOTOGRAPHY COURSE



## HISTORY OF MEDIUM FORMAT PHOTOGRAPHY



## INTRODUCTION MEDIUM FORMAT PHOTOGRAPHY

- Camera body and lenses
- Image resolution
- Raw image vs different formats
- Megapixels



## INTRODUCTION TO THE FUNCTIONALITIES OF A MEDIUM FORMAT CAMERA

- Exposure composition
- Metering
- Focusing modes



## WHITE BALANCE

- Understanding different color temperatures



## SOFTWARE

- Introduction to Phocus
- Shooting using Phocus



## COMPOSITION

- Angles
- Framing



## STUDIO LIGHTING

- Working with strobe lights
- Light modifiers: reflectors, soft boxes



## PRODUCT PHOTOGRAPHY

- Using Various lighting techniques
- Setting up the studio Lights
- Shooting conceptual photographs
- Shaping of Light on various products



## PHOTO PROCESSING

- Processing using Phocus
- Converting into various formats
- Photoshop



## FASHION PHOTOGRAPHY

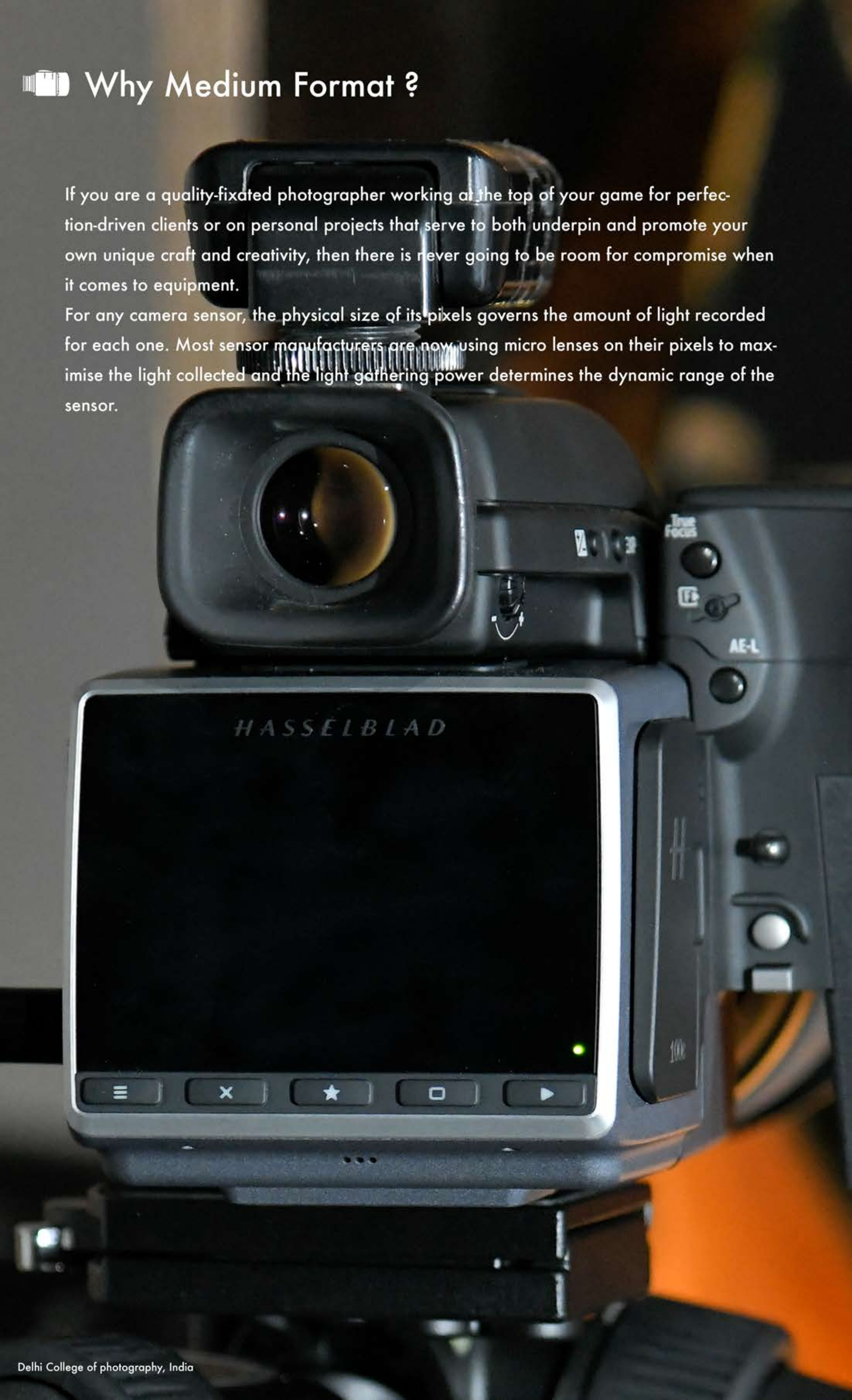
- Using various lighting modifiers
- Shooting high quality fashion photos



## Why Medium Format ?

If you are a quality-fixated photographer working at the top of your game for perfection-driven clients or on personal projects that serve to both underpin and promote your own unique craft and creativity, then there is never going to be room for compromise when it comes to equipment.

For any camera sensor, the physical size of its pixels governs the amount of light recorded for each one. Most sensor manufacturers are now using micro lenses on their pixels to maximise the light collected and the light gathering power determines the dynamic range of the sensor.





# Advantages of Medium Format

## Higher Quality Images :

We already think DSLRs and mirrorless produce “high-quality” images, but the larger sensors on medium format cameras offer even more or bigger megapixels. The larger image area on medium format cameras can produce around 70% bigger and higher quality photos compared to those taken with full-frame cameras.

## Shallower depth of field:

There’s a reason portrait and wedding photographers from the ‘70s to ‘90s were all about medium format. There’s just something magical about the falloff and depth you can get, making them a natural choice for portraits.

A romantic portrait of a couple lying down in a field of dry leaves. The man, on the left, has a beard and is wearing a light-colored sweater. The woman, on the right, has long dark hair and is wearing a light-colored top. They are both looking down, and their hands are gently touching. The background is a soft-focus field of dry leaves and grass.

## Distinct Look and Feel :

Even when viewing medium format images on the web, its signature “look” is apparent. There’s nothing quite as beautiful and realistic as medium format images due to their amazing colors, shallow depth of field, and lack of perception distortion that we usually see from today’s cameras. The resulting image always offers a more natural view, similar to what we see in real life.

### Wider Field of View :

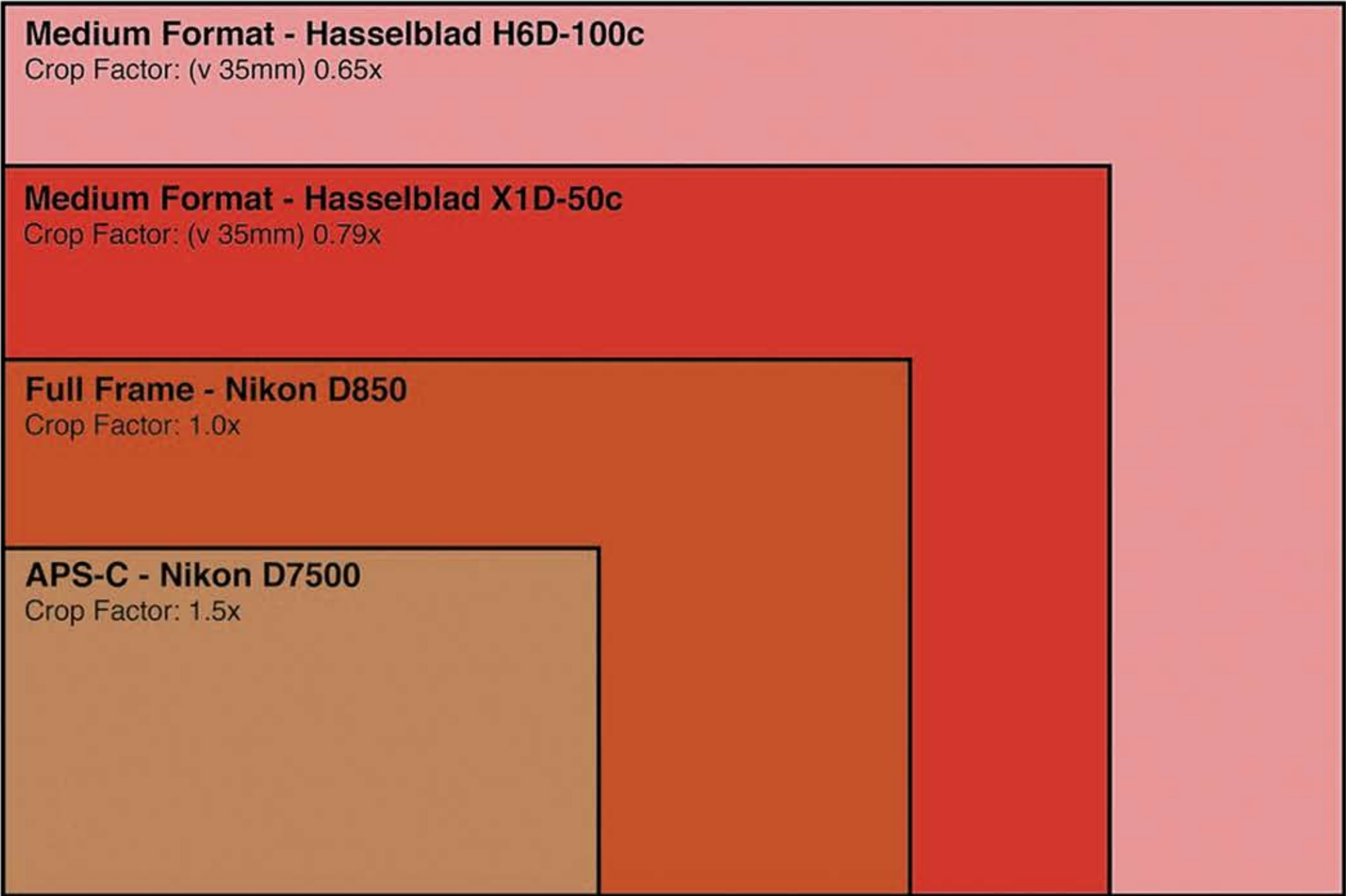
Medium format cameras have the unique capability to combine the features of a wide angle lens and a long lens all in one device. While it allows you to get a wider field of view, you also get the background compression and shallow depth of field that you would get with a long lens.



# Sensor Size

Bringing well-rounded shooting capabilities to the medium format realm, the Hasselblad H6D-100c revolves around an impressive 100MP 53.4 x 40mm CMOS sensor to produce high-resolution stills as well as UHD 4K video. Making use of the CMOS design, this sensor affords a wide sensitivity range of ISO 64-12800, along with 16-bit color depth and a dynamic range of up to 15 stops to maintain notable detail and quality when working in the most difficult of lighting conditions.

Coupled with an enhanced electronic platform with faster processing capabilities, continuous shooting speeds up to 1.5 fps are possible, as well as the ability to shoot both UHD 4K and Full HD video at 30 fps in the Hasselblad RAW format.



## Phocus 3.0

12

The simplest way of processing your Hasselblad raw files, ensuring the best corrections and extraction of the finest details possible.

Phocus 3.0. is a software used to process image files and it's had an overhaul and loads of updates to make it easier to use and more accessible. This software, for Hasselblad users, can control the camera and deal with image files.

The graphical user interface offers a clean and uncluttered workflow, making it easier for users to find their way around more quickly and simpler than before.

Photographed by Karl Taylor



# Product Photography

Shooting products with maximum details and to be able to print them in a really large size could only be achieved by a medium format camera.

A medium format camera is capable of shooting with the finest quality possible and creates extremely sharp and highly detailed photographs. All professional photographers shooting for commercial campaigns mostly prefer a medium format camera to achieve the best quality.



# Fashion Photography



In Fashion photography understanding the light is, by far, the key feature to produce and create marvelous works, for when you understand how light works and what exactly it does, you will be able to manipulate it, to embrace it, and think of what you can possibly do with it, to shape it according to your needs, regardless if it is a spotlight or sunlight. Those are the best ingredients to create stunning images instead of struggling to get the look you're after.

We use Profoto lights with a 100 mega pixel H6 D camera from Hasselblad. That what the professionals in the industry use, hence training in the most professional workflow is given to students.



# Shooting Process

While shooting with a digital Medium Format camera the process becomes a little tricky. It is not like shooting with a normal DSLR but a little tricky and complicated.

The modern day medium format cameras are very advanced and user friendly. Even then, it is required to follow specific steps in order to achieve the best result. Setting up the right light, operating the camera and using its functions to maximum optimization is not easy.



Tethered shooting using Hasselblad lets you shoot with complete perfection. Connecting it to Phocus lets you control the entire functions of the camera like focusing, metering, whitebalance control etc. using the software itself.

It doesn't only let you shoot using the tethered medium but also lets you correct the images right after every shot. Tethring makes the over all shooting process smooth and organized.





# File Format

File format plays a very vital role when it comes to using a picture on various platforms and mediums. The raw files in medium format varies from camera to camera of different manufacturers. The Hasselblad produces .RF files which could only be read by 'PHOCUS' or Photoshop if the plug-in is installed. These files are to be corrected initially on Phocus and depending upon their usage they should be exported in the desired format (Web upload, printing, high res. files for stock etc.) .



# Image Quality



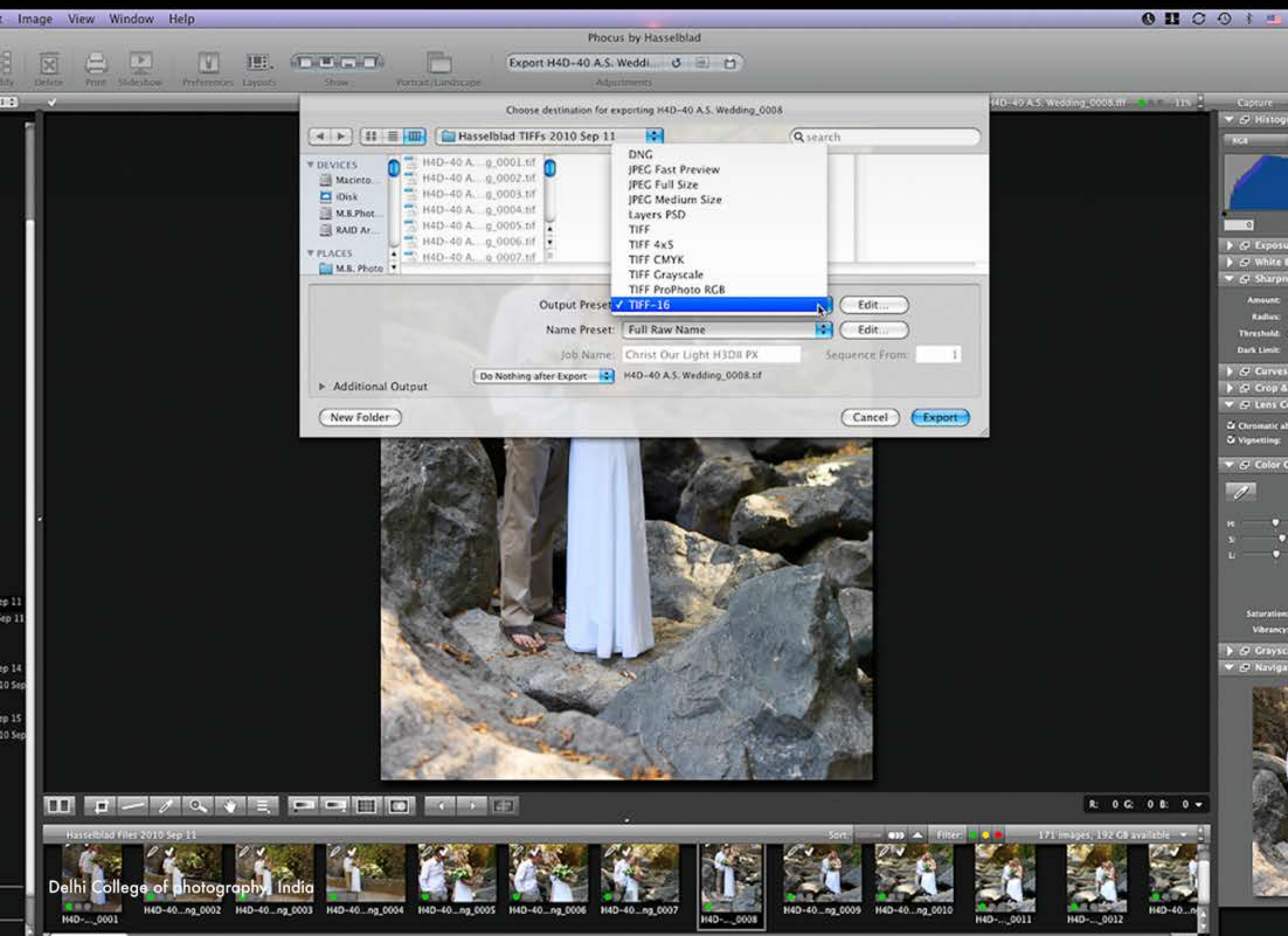
Original Image

# Processing

Image processing of Hasselblad camera can be done using the inbuilt software that is specifically for the camera. One can tweak in the exposure, highlight & shadow control, white balance from the 'Phocus' itself.

The software also lets you export the images in various formats which could be used for various purpose, like printing in different sizes, manipulation, web uploading etc.

Other softwares such as Adobe Lightroom and Adobe Photoshop could also be used for further processing of these files.





Photographed by Karl Taylor with an H6D-50c  
HC 150mm N (1/500 sec; f/11; ISO 100)

## HC 4/210

A universal telephoto lens with outstanding performance. The longer focal length is excellent for tightly framed shots, giving a shallow depth-of-field to make the main subject stand out noticeably.



15°  
Horizontal angle of view

## HC 4,5/300

The 300mm lens is the longest lens in the present HC lens range. It has a fast autofocus reaction making it suitable for sports and wildlife applications.



11°  
Horizontal angle of view

# Connectivity

## DUAL CARD SLOT

We have added a second media card slot to the storage options and updated the card types to offer the maximum flexibility. The options are:

**CFast:** These cards offer very high speed data transfer rates and are uniquely qualified for use with the high data bandwidths required for HD & UHD video and continuous stills shooting.

**SD:** An industry standard card with very good data transfer rates and wide ranging compatibility with existing card readers.

## USB 3.0 TYPE-C CONNECTOR:

Fitting a USB 3.0 Type-C connector allows the user to connect to their chosen computer system without the need to use an adaptor. USB 3.0 also delivers very fast transfer rates of more than five times that of Firewire, ensuring tethered liveview or stills capture and is an experience to be enjoyed.

## MINI HDMI & AUDIO I/O PORTS:

The addition of a mini HDMI port along with the associated input/output ports enables videographers to display the video feed on a larger external monitor for audio and video files. This will also be of use to photographers using liveview to check composition and focus when using a technical camera.





## Ergonomics

The H6D builds on our existing modular design offering flexibility and convenience for a range of photographic needs. This includes the option to use the grip controls to control settings and operation of the sensor unit. E.g. you can control zoom, browsing and menu selection without taking your hand off the grip. The optimised ergonomics offer a tactile and well balanced experience.

# Introducing Video on the H6D

## HD & UHD VIDEO CAPTURE

The redesign of the electronic platform from the ground up has enabled us to add video functionality to our H6D camera series. The H6D-50c is capable of capturing HD video whilst the H6D-100c is capable of recording UHD (4K) video.

Both systems are able to export their movie captures as H.264 files or Hasselblad's proprietary raw format which can be converted to Apple ProRes format via Phocus 3.0.

Coupled with the HDMI and audio facilities on the new cameras the capture of high quality video output is simplicity itself.

## High Resolution Rear Touch Display

The new 3.0 inch rear display boasts touch capability along with user customisation options including assigning your top nine functions to touch buttons.

The resolution is now 920K dots and the image display performance delivers clear, colour accurate image reviews and high performance Liveview. The new icon based UI speeds access to even little used functions ensuring full use of the cameras capabilities.



We have added HD/UHD video output to the H6D range of cameras to widen the usability of these units to those photographers that need to capture movement alongside stills.



One Year Diploma



Foundation Photography



Interior & Architecture



Wedding Photography



Landscape & cityscape



Slow Motion Videos



4k videos



Fashion Photography



24 Hour Film-Making



V-log film-making



Food & Product Photography



Fine art photography



B-roll cinematography



Cover songs & music video



Documentary film-making



Fashion lifestyle video



Operation & handling of film equipments



Short film-making



Astro Photography



Nature trail Photography



Commercial Photography



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