

FASHION PHOTOGRAPHY



Weekday/Weekend

Age Limit : None

	Weekend	Weekday
Duration	10 Weeks (8 weeks Theory & practicals + 2 weeks studio membership)	2.5 Months (Full time Monday-Friday)
Fees	₹ 36000+GST	₹ 72000+GST

Location : Delhi Campus & DCOP Shimla hill Campus



FASHION PHOTOGRAPHY



THE KEY TOPICS OF FASHION PHOTOGRAPHY COURSE



-  Introduction to Fashion Photography
-  Using studio lights, reflectors, umbrellas, soft-boxes, beauty-dish, light-meters, grey card, honey-comb in fashion photography
-  Creative studio lighting & glamour lighting
-  Studying various fashion styles by working with fashion designers
-  Understanding make up with professional make-up artists
-  Experience studio sessions, shoot models and gain requisite exposure enhancing your artistic sense of reciting your own definition of fashion
-  Outdoor location shoots with the team of professional models, makeup artist and fashion stylists
-  Understanding how manipulation of different studio lighting can give different effects
-  Learn basic lighting for various fashion looks/ethnic look/bridal look/ western look/ casual look/ corporate look/ sporty look/ sensuous look
-  Types of Lighting (Butterfly/glamour lighting, rembrandt lighting, loop lighting, rim lighting)
-  Understanding shadows (hard & soft shadows)
-  Outdoor Lighting
-  Posing in fashion
-  Grey card
-  Digital Light meter
-  Use of Reflectors
-  Difference between Hard light & Soft Light
-  Different types of Modifiers
-  Shooting with external lights to achieve better and more dramatic results during outdoor shooting.



History of Fashion Photography

The precursors of fashion photography go back to the eighteenth century, when images of fashionable clothes were printed in magazines and black & white pictures were often hand-colored. This kind of photography started to be known thanks to the rise of fashion magazines, such as Harper Bazar (1867) and Vogue (1892), which used photography to present clothes to the large public of readers. The 1970-1980 the pret-a-porter exploded.

VOGUE- bible of fashion industry.

The magazine has been published since 1892. It was also the first magazine to print color images in 1932. Vogue launched some of the greatest fashion photographers: first of all Adolphe De Meyer, who is also considered the first fashion photographer.



Edward Steichen

To many, Edward Steichen is the founding father of modern fashion photography. After a supposed dare by a close friend, Steichen undertook the task of promoting fashion as fine art via the medium of photography. To do this, he took a series of photographs of the gowns created by renowned French fashion designer Paul Poiret, which were subsequently published in the April 1911 issue of *Art et Décoration* magazine.

Widely considered the very first modern fashion photographs, they conveyed the aesthetics, movement and details of the clothes as central to their approach. His style centred heavily on the model, in typical portraiture style, but used lighting and carefully planned studio setups to focus on the clothes and give them a lavish and elegant look that was indicative of the time.

Edward Steichen Photoworks



Edward Steichen Photoworks

David Bailey

David Bailey used the style of shooting his models in the moment extensively to capture the new and exciting times of swinging London in the '60s. Bailey's photography for British gave them a youthful feel, while his carefree approach linked model, setting and lifestyle like never before. Considered one of the pioneers of contemporary photography, David Bailey is credited with photographing some of the most compelling images of the last five decades. Ever since he first rose to fame his work has never failed to impress and inspire critics and admirers alike, capturing iconic images of legends such as: The Rolling Stones, the Kray twins, Damien Hirst and Kate Moss. David Bailey was the famous fashion photographer who was not less than a celebrity.



**David Bailey
Photoworks**

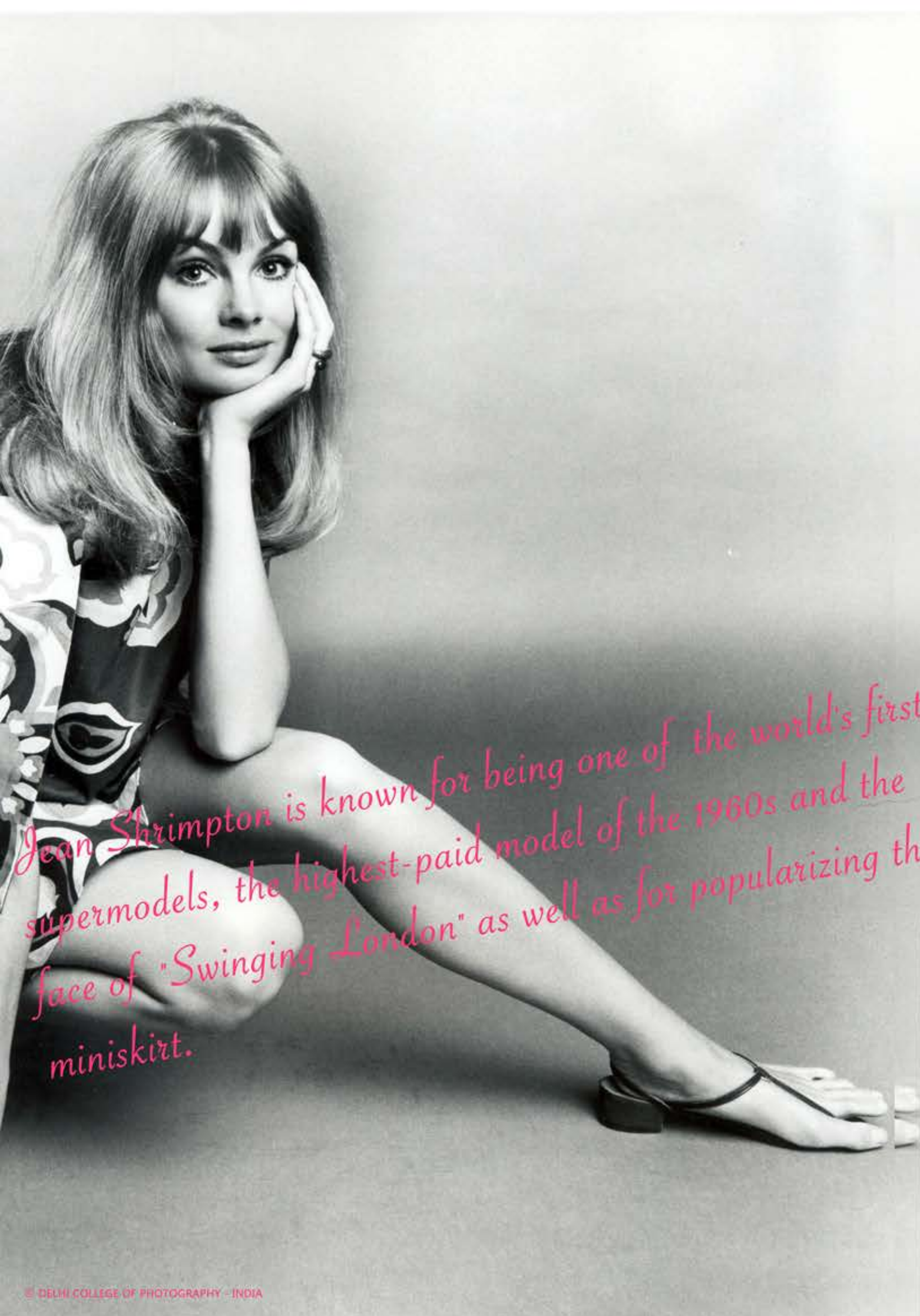


Jean Shrimpton

Fashion Photographer and the model Jean Shrimpton were in relationship and she is one of the world's first supermodels who has been discovered by legendary David Bailey.



She is also known to be the highest-paid supermodel of her time. Bailey insisted on using Shrimpton for a British Vogue shoot in 1962, helping to catapult both of their careers. One of the first models to be labeled a "supermodel," Shrimpton was the highest-paid model of her time. Speaking about Shrimpton in 2001, Bailey told the BBC, "She was magic and the camera loved her too. In a way she was the cheapest model in the world—you only needed to shoot half a roll of film and then you had it."



Jean Shrimpton is known for being one of the world's first supermodels, the highest-paid model of the 1960s and the face of "Swinging London" as well as for popularizing the miniskirt.



Twiggy

Twiggy was the world's first super-model: a skinny kid with the face of an angel who became an icon.

She'll last a couple of week's, a bystander quipped in 1967 when she took New York by storm. Thirty five years on and Twiggy is still a force to be reckoned with in the fashion world. In early 1966, Lesley Hornby found herself propelled to the heights of international fame as the world's first supermodel - Twiggy. With her waif like figure, boyish hair cut and striking eye lashes she created an image that would epitomise an era. Twiggy became the idol for millions of teenage girls of the sixties revolution.





UNDERSTANDING MAKE-UP

We often hear how much makeup can impact the final result of a photoshoot. It can either make or break a picture depending on its quality. A great makeup artist can save you tons of time in post-processing while a bad one will add many hours to your job. However, working with a great makeup artist doesn't necessarily mean you will get what you need. If you cannot communicate properly, his work might not suit you, and neither will the resulting pictures. Educating yourself on some of the makeup basics can save you from this kind of situation.

WE TEACH ON



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Types of Lighting



Rembrandt Lighting

Named after the great master, Rembrandt lighting is used to light on the subject's cheek that is opposite the light source. It is very popular as it is capable of producing images that appear both natural and compelling with a minimum of equipment.



Rim Lighting

Rim lighting gives an interesting final image that is beautifully lit and well separated from the background as the rim light illuminates the edges of the subject from behind so they glow and are visually separated from the darker setting.



Butterfly Lighting

Butterfly lighting is also called paramount lighting. Named for the butterfly-shaped shadow that forms underneath the subject's nose, this setup is a proven method to ensure your subject is well-lit in a pleasant manner.



Glamour Lighting

Whether for an advertising campaign or a personal portfolio, being able to shoot glamour photos using different lighting arrangements can help you expand your photographic career. This lighting style is used to show mood depending on the theme a shoot is done.



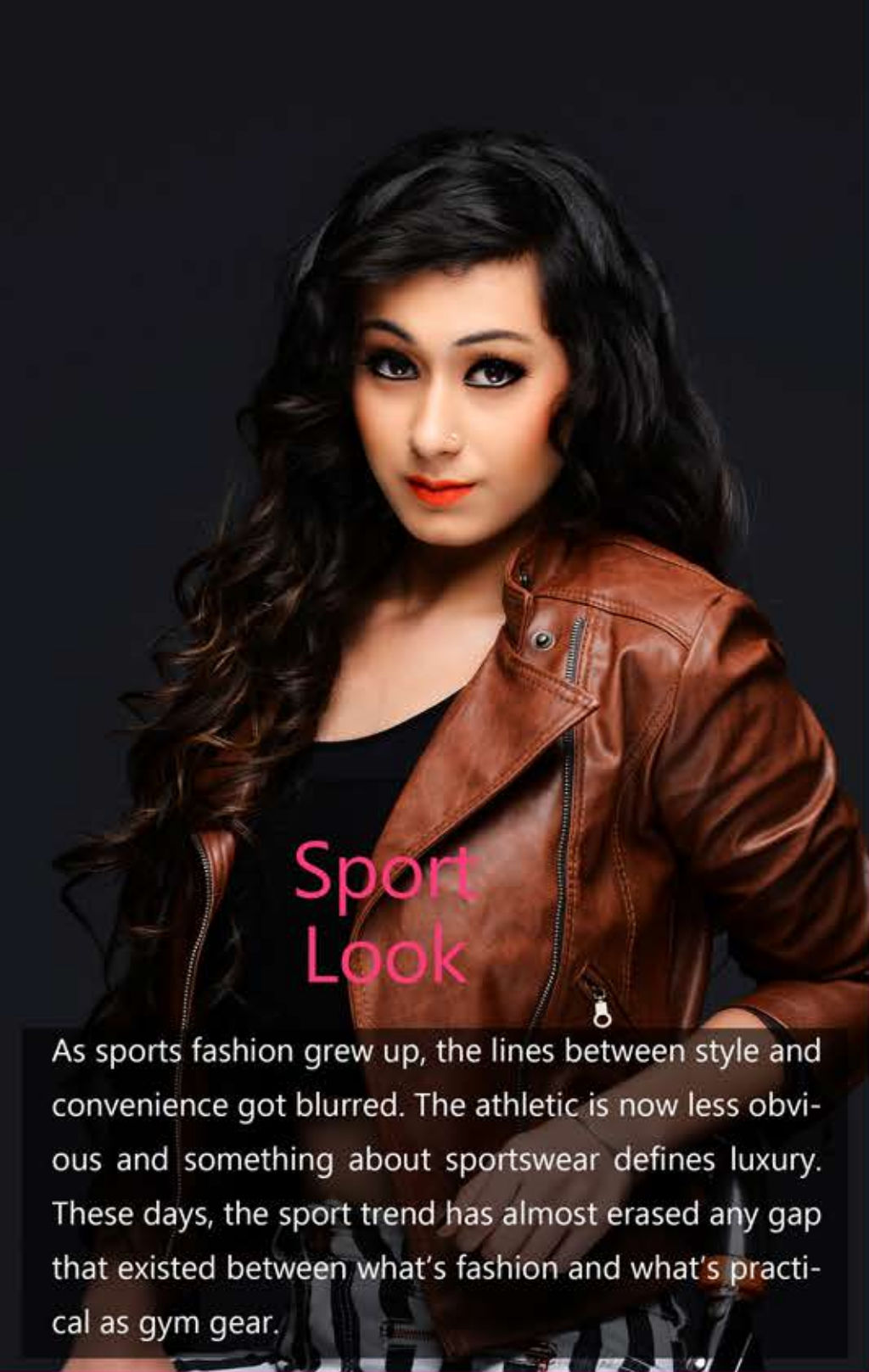
Split Lighting

Split Lighting is one of the lighting setups used in studio portrait photography often practiced to create dramatic images, as it splits the light on the subject in two halves, creating the shadow. These kinds of light setups are used to create dramatic portraits in the studio as well as outdoors.



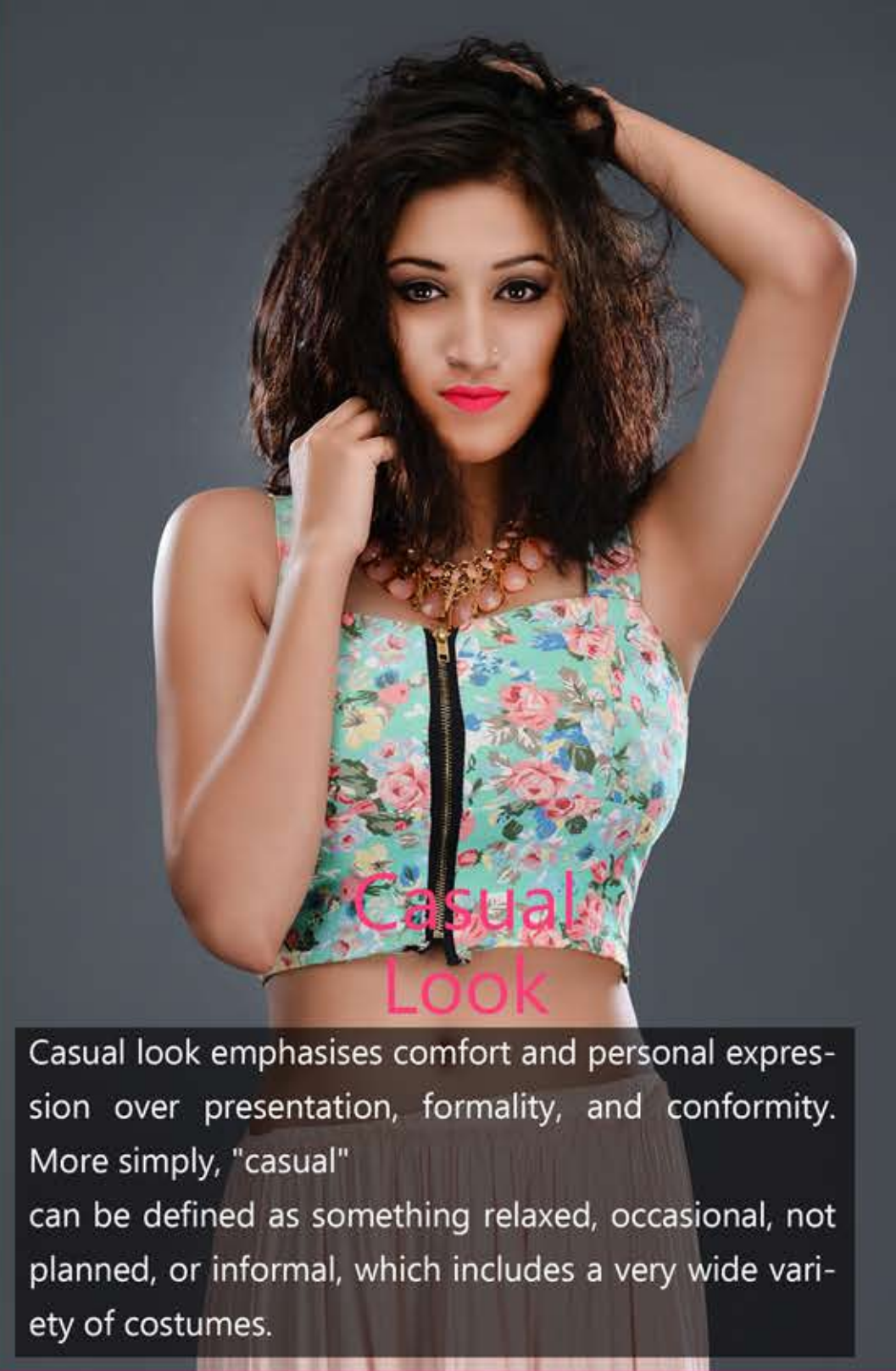
Loop Lighting

Loop lighting, which creates a loop-shaped shadow, is the most frequently-used pattern as it is considered to be a creatively flattering and adaptable pattern that lights most of the face while imparting a sense of depth. This kind of lighting style is generally used to add an interesting edge to a photograph.



Sport Look

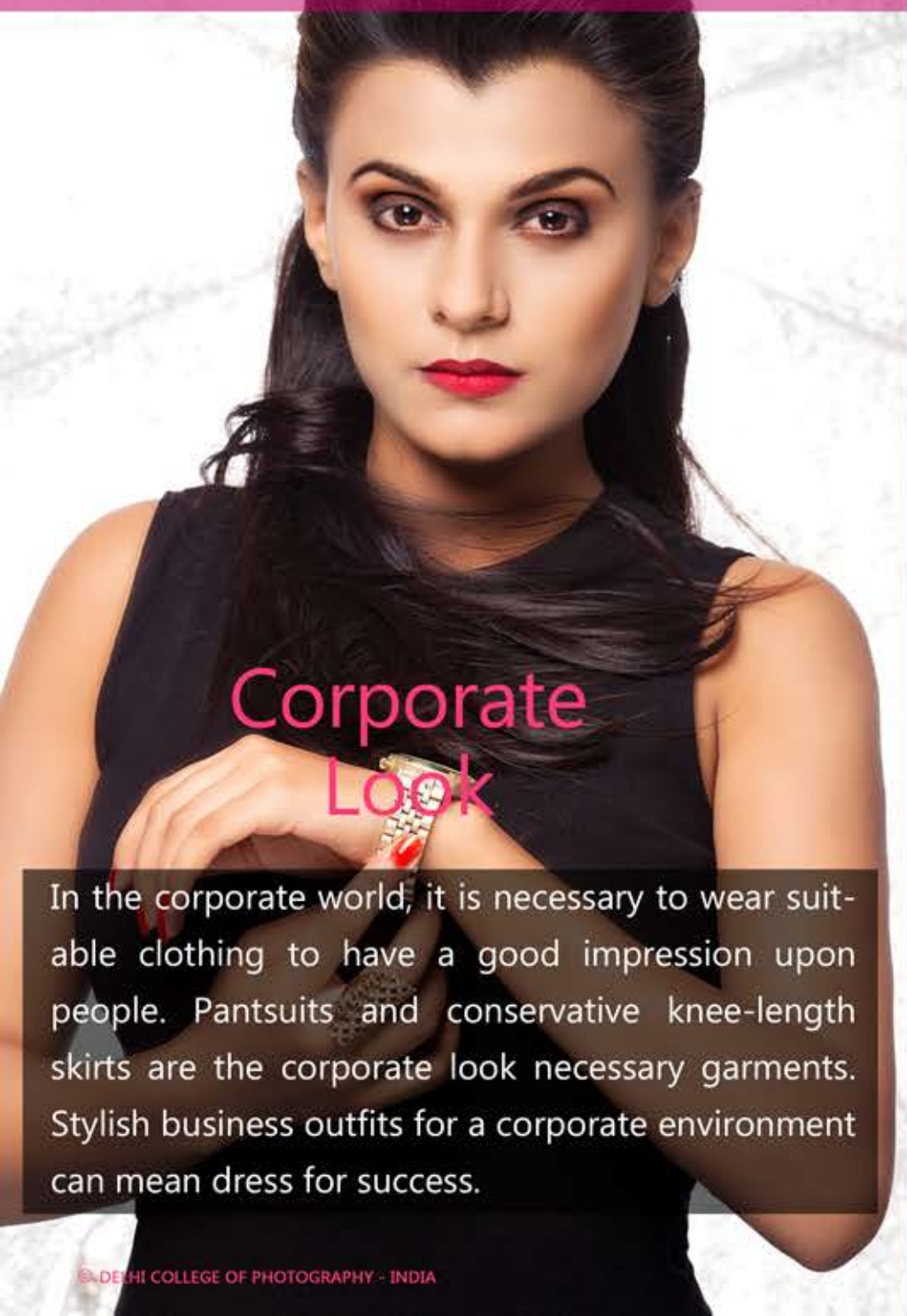
As sports fashion grew up, the lines between style and convenience got blurred. The athletic is now less obvious and something about sportswear defines luxury. These days, the sport trend has almost erased any gap that existed between what's fashion and what's practical as gym gear.



Casual Look

Casual look emphasises comfort and personal expression over presentation, formality, and conformity. More simply, "casual" can be defined as something relaxed, occasional, not planned, or informal, which includes a very wide variety of costumes.

DIFFERENT TYPES OF LOOKS



Corporate Look

In the corporate world, it is necessary to wear suitable clothing to have a good impression upon people. Pantsuits and conservative knee-length skirts are the corporate look necessary garments. Stylish business outfits for a corporate environment can mean dress for success.



Sensual Look

The sensual look is a kind of look that changes the way the model sees herself. Being sensual is not a matter of cosmetics, sizes, or outfits, but more about being yourself. Sensual Look Photography can represent gorgeous photos that capture femininity, sensitivity, and sincerity in an unforgettable style.



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Lady in FOX

by

Pratik Dhawan



Shot on





Fashion Photography

Fashion photography — in the form of magazines, books, advertisement campaigns, billboards, and online — has a great influence. In this course you will learn the technical aspects of fashion photography, whilst exploring images from haute couture to street style, from advertising campaigns to designer look-books, from art gallery to shop window and from fanzine to glossy magazine, and develop an analytical and critical view of global style and the cultural landscape of the fashion industry. You will experience location and studio shooting, using the excellent photography studios within the College, and you will explore digital image production and manipulation.





Studio Indoor Shoot

When one shoots inside a studio there are multiple factors to be taken into account. It starts right from preparations, setting up of the lights, differentiation between multiple lights, choosing the key and fill, synchronizing these lights, using the right modifiers, etc.

Apart from using multiple lights, one has to learn how these lights work, how to diffuse the light if too much and how to cut the light to get more control over any specific region etc.





Outdoor Shoot

Shooting in a studio and shooting outdoors are poles apart. When one shoots inside a studio, the setup and lights are totally under the control of the photographers but when shooting outdoors one has to balance the already available light along with using external lights and modifiers.





Outdoor Location Shoot

The students are taken on regular outdoor and on-location shoots to give them hands-on experience on how a commissioned outdoor shoot is executed.

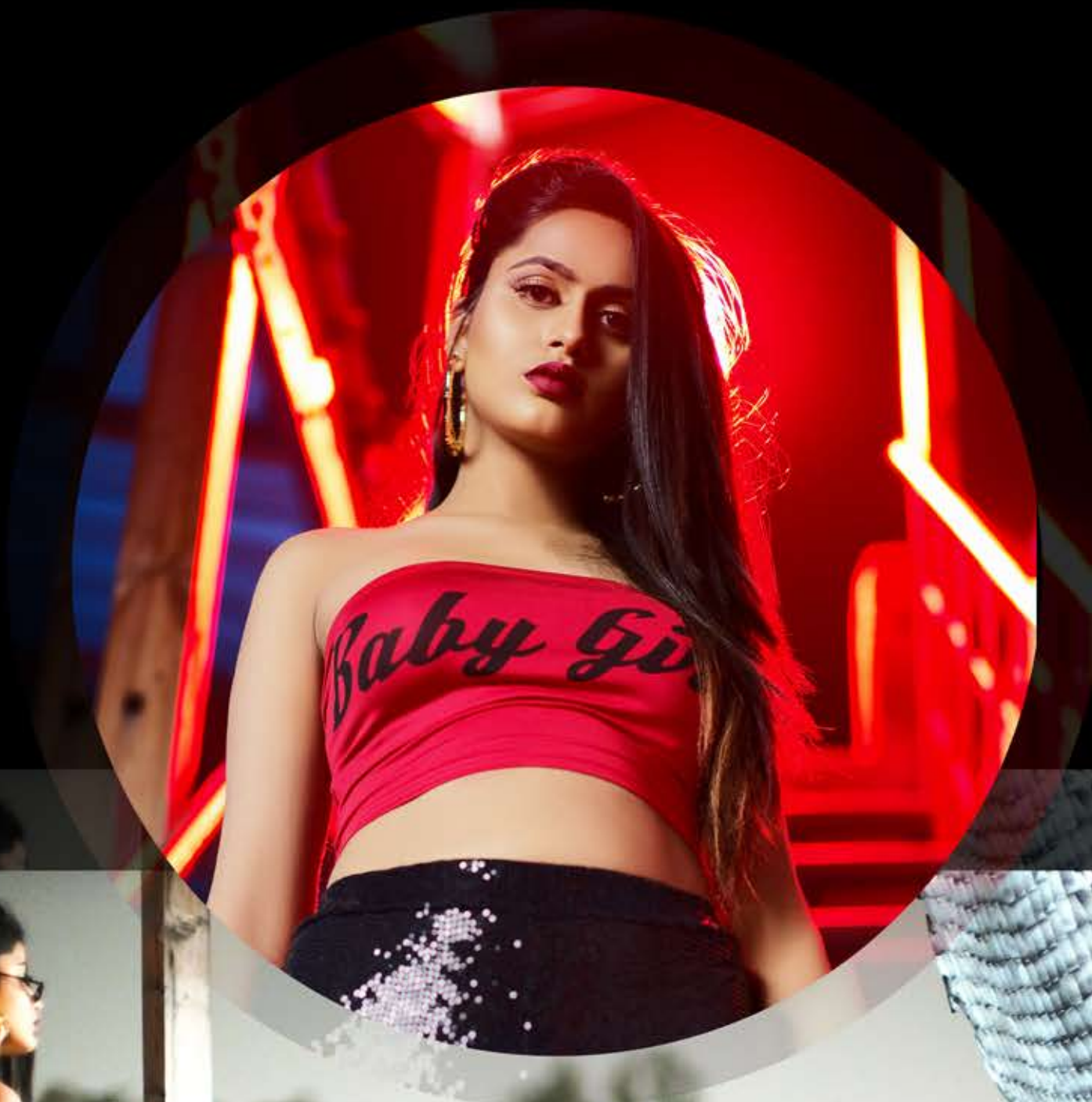
They are told about various lights and modifiers that are used on such shoots and a constructed brief is given to them in order to achieve world-class imagery.





Live Model Shoot

Shooting a model is considered a staple for most photographers. Models are photographed for portraits, advertising, etc. Fashion Photography course is a great way to gain experience and practice live model photo-shoot.

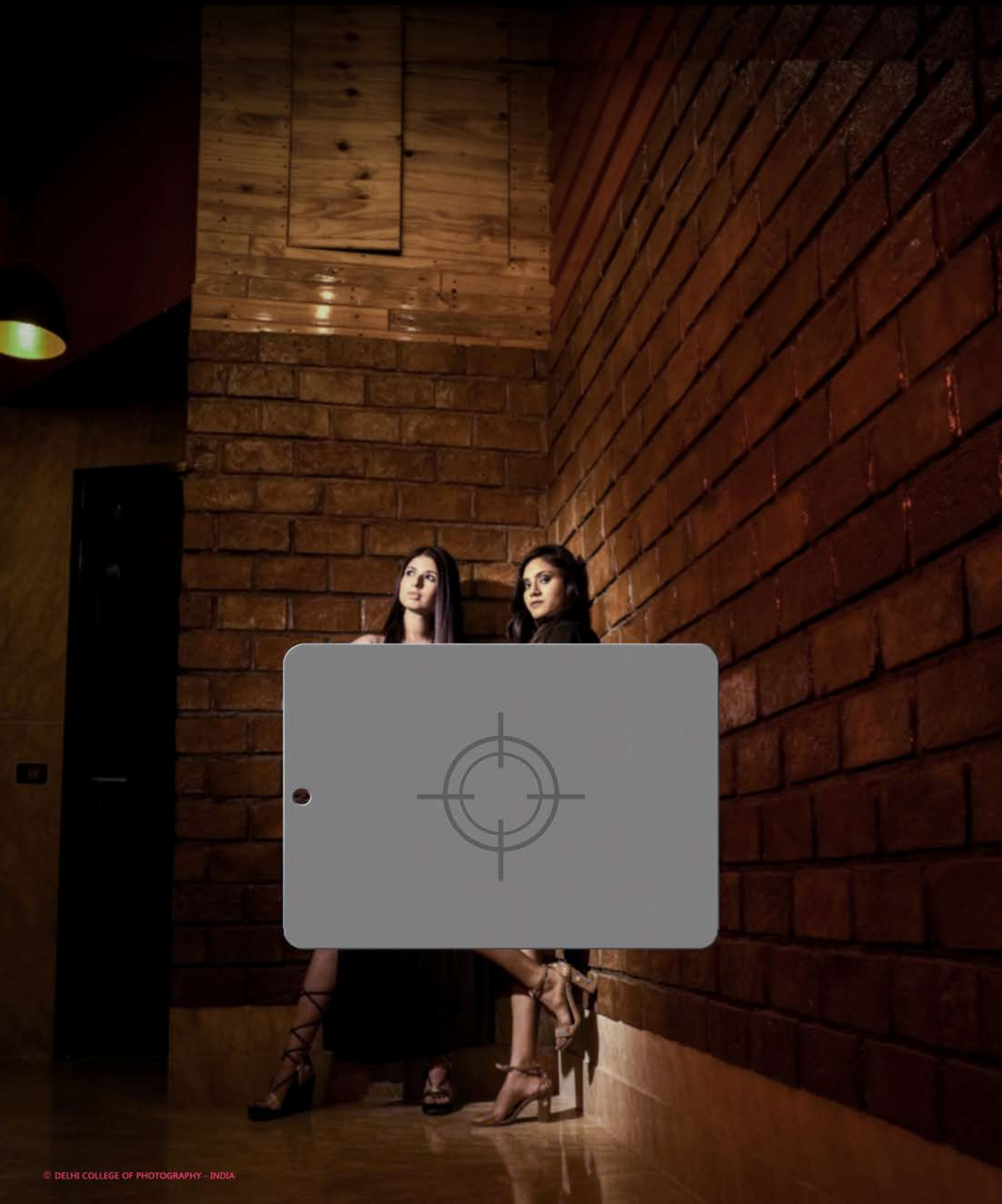




Grey Card

A grey card is a flat object of a neutral grey color that derives from a flat reflectance spectrum.

A grey card is designed to help photographers to adjust their exposure and white balance settings consistently by providing a reference point. This reference point will set a white balance, or color balance, point for a particular image set and all images captured thereafter.





Digital Light Meter



A light meter is a device used to measure the amount of light. Typically a light meter will include either a digital or analog electronic circuit, which allows the photographer to determine which shutter speed and f-number should be selected for optimum exposure, given a certain lighting situation and film speed.

A digital light meter enables a professional photographer to control the following:

- Low-light capability of a camera; better than the built-in light meter.
- Flash readings for managing multiple lights and better synchronization between keys and fills.



STREET FASHION

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Delhi College of Photography, 1st floor, 57-58, Outram Lines,
Kingsway Camp, New Delhi, India

☎ : +91 11 45517450
✉ : contact@dcop.in
f : DelhiCollegeOfPhotography
📷 : delhicollegeofphotography

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