Government of Pakistan
National Vocational and Technical Training Commission

Prime Minister's Hunarmand Pakistan Program

"Skills for All"

Course Contents / Lesson Plan
Course Title: Professional Photography
Duration: 3 Months

Trainer Name	
Course Title	Professional Photography
Objectives and Expectations	This photography course is designed to provide students with a comprehensive understanding of the art and techniques of photography. Through a combination of theoretical knowledge and practical exercises, students will develop the skills necessary to capture visually compelling and technically proficient photographs. The course will begin with an introduction to the history and evolution of photography, providing a foundation for understanding the medium's artistic and cultural significance. Students will explore various genres of photography, including landscape, portrait, documentary, and street photography, gaining insights into the unique characteristics and approaches associated with each genre.
	A significant portion of the course will focus on technical aspects of photography. Students will learn about camera settings, exposure control, aperture, shutter speed, and ISO, enabling them to take full control of their camera and achieve desired results. They will also explore the use of different lenses, lighting techniques, and composition principles to create impactful and visually pleasing images.
	Post-processing will be another essential aspect covered in the course. Students will learn to enhance their photographs using digital editing software, developing skills in color correction, contrast adjustment, retouching, and other techniques to refine and polish their work.
	Throughout the course, students will engage in practical assignments and projects to apply the concepts learned. These hands-on activities will provide opportunities to experiment with various techniques, explore creative possibilities, and receive feedback from the instructor and peers to facilitate growth and improvement.
	Additionally, the course will foster a critical and analytical approach to photography. Students will learn to evaluate and critique photographs, examining elements such as composition, lighting, subject matter, and emotional impact. By developing a discerning eye, students will enhance their ability to create compelling images and appreciate the work of other photographers.
	By the end of the course, students will have developed a strong foundation in photography, possessing both technical proficiency

	and creative vision. They will have a portfolio of their work that demonstrates their growth and understanding of the medium. Whether pursuing photography as a hobby or aspiring to a professional career, students will be equipped with the skills and knowledge to continue their photographic journey with confidence and creativity.
	Motivational Lectures for Photography Trainees: **"The Power of Visual Storytelling":** This lecture emphasizes the unique ability of photography to convey stories and emotions. It explores the impact of storytelling in photography and how trainees can use their images to evoke powerful responses from viewers. **"Finding Inspiration in Everyday Life":** This lecture encourages trainees to find inspiration in their surroundings, no matter how mundane they may seem. It explores techniques for seeing the extraordinary in the ordinary and capturing compelling images in everyday situations. **"Embracing Failure as a Stepping Stone to Success":** This lecture focuses on the importance of embracing failure and learning from it. Trainees will learn how setbacks and mistakes can actually fuel their growth as photographers and how perseverance and resilience are key to achieving their goals. **"The Art of Experimentation and Taking Risks":** This lecture encourages trainees to step out of their comfort zones and experiment with different styles, techniques, and genres of photography. It explores the value of taking risks, pushing boundaries, and embracing the unexpected to unlock new creative possibilities. **"The Power of Personal Projects":** This lecture highlights the importance of personal projects in photography. Trainees will learn how personal projects can fuel their passion, help them develop a unique voice, and provide a platform for self-expression and exploration. **"Making a Difference with Photography":** This lecture explores the transformative power of photography to create awareness, evoke empathy, and drive positive change. Trainees will be inspired to use their photography skills to address social issues, document stories that matter, and make a difference in the world.These motivational lectures aim to inspire and encourage photography trainees, fostering a positive mindset, creative exploration, and a deeper understanding of the impact and potential of their craft.

Entry-level of trainees	Matric / Intermediate
Learning Outcomes of the Course	**By the end of this course students will be able to :** Understand the fundamental principles and techniques of photography, including exposure, composition, lighting, and focus. 1. Demonstrate proficiency in operating a camera and adjusting settings such as aperture, shutter speed, and ISO to achieve desired results. 2. Apply different composition techniques to create visually pleasing and balanced photographs. 3. Explore and experiment with various genres of photography, such as landscape, portrait, documentary, and street photography. 4. Develop a discerning eye for selecting compelling subjects, capturing decisive moments, and conveying emotions through their photographs. 5. Utilize different lenses, filters, and accessories to enhance their photographic capabilities and creative expression. 6. Evaluate and critique photographs, both their own and others', to analyze composition, lighting, storytelling, and emotional impact. 7. Develop a personal style and vision as a photographer, expressing their unique perspectives through their work. 8. Plan and execute photography projects and assignments, demonstrating effective project management and organization skills. 9. Engage in effective communication and collaboration with clients, models, or subjects to achieve desired outcomes in professional settings. 10. Build a portfolio of their best work that showcases their skills, creativity, and growth as photographers. 11. Demonstrate knowledge of ethical and legal considerations in photography, including copyright and model release requirements. Overall, the course aims to equip students with a solid foundation in photography, providing them with the necessary skills, knowledge, and artistic sensibilities to create visually compelling and meaningful photographs.

Course Execution Plan	Class hours: 5 **hours per day**
	Theory: **20%**
	Practical: **80%**
	Weekly hours: **25 hours per week**
Companies offering jobs in the respective trade	There are various companies and organizations that offer job opportunities in the field of photography. Here are some examples:

    1. **Advertising and Marketing Agencies:** Many advertising and marketing agencies hire photographers to create visual content for their campaigns, including product photography, fashion shoots, and promotional materials.

    2. **Media Organizations:** Newspapers, magazines, online publications, and broadcast companies often have in-house photographers or work with freelance photographers to capture news events, cover stories, and produce editorial content.

    3. **Event Management Companies:** Event management companies frequently require photographers to document corporate events, conferences, weddings, concerts, and other special occasions.

    4. **E-commerce Platforms:** Online marketplaces and e-commerce platforms often employ photographers to capture high-quality product images that showcase their merchandise.

    5. **Wedding Photography Studios:** Dedicated wedding photography studios specialize in capturing memorable moments on couples' special days, providing photography services for engagements, weddings, and related events.

    6. **Stock Photography Agencies:** Stock photography agencies hire photographers to contribute their work to their collections, making it available for licensing and use by businesses, designers, and publishers worldwide.

    7. **Travel and Tourism Companies**: Travel agencies, tourism boards, and hospitality companies frequently employ photographers to capture stunning images of destinations, resorts, hotels, and attractions to promote their offerings.

    8. **Nonprofit Organizations**: Nonprofits often require photographers to document their projects, initiatives, and humanitarian work for marketing, fundraising, and awareness purposes.

    9. **Fine Art Galleries and Museums**: Fine art galleries and museums may employ photographers to document and capture high-quality images of their artworks, exhibitions, and installations.

	10. **Photography Studios**: Independent photography studios offer a range of services, such as portrait photography, commercial photography, fashion shoots, and specialized photography niches.

Scheduled Weeks	Module Title	Days	Learning Units	Home Assignment
Week 1	**Introduction to Photography** **Roles of Photography** **Exploring Editing Software to enhance the photographs**	Day 1	**Motivational Lecture (***For further detail please see Page No: 3& 4)* **1.History of photography and its evolution** **2.Introduction to different genres and styles of photography** **3.Job market**	• **Task 1** • **Task 2** • **Task 3** • **Task 4** • **Task 5** *Details may be seen at Annexure-I*
		Day 2	**Course Applications** **Institute/work ethics** Photography skills and Camera Operation professional opportunities it provides	

		Day 3	**Course Applications**	
			1.Understanding the basic components of a camera and its functions	
			2.Exploring various types of cameras and lenses	
		Day 4	**Color Theory :**	
			• Primary color • Secondary color • Tertiary color • Color Wheel	
			Interaction of Colors	
			• Color in nature • Color terminology • Color schemes & its impact	

		Day 5	• Introduction to camera settings • Camera Kits and Recommended Equipment • Focusing – Getting your pictures pin sharp!	
			Crop vs Full Frame sensors	
Week 2	**Camera Fundamentals**	**Day 1**	• **Exposure Triangle** • Mastering exposure: aperture, shutter speed, and ISO • Understanding depth of field and its creative applications Exposure Over Exposure Under Exposure	• **Task 6** • **Task 7** • **Task 8** *Details may be seen at Annexure-I*
		Day 2	• Metering modes and exposure compensation • White balance and color temperature • Introduction to autofocus and manual focus techniques	

		Day 3	• Sharpen the photo to bring out the detail • save the photo in the best format you need • Sharpen the photo to bring out the detail • save the photo in the best format you need	
		Day 4	**Perform photo composition:** • Add photos into a composite • Build a composite with layer masks	
		Day 5	• Combine images with a smooth transition • Create a composite with blend modes • Match color in a composite	

Week 3	Composition and Visual Elements	Day 1	• What is composition? • Framing Composition • Rule of thirds and other composition techniques • Balancing elements and creating visual interest • Framing and perspective • Effective use of lines, shapes, and patterns • Incorporating foreground and background elements	• **Task 9** • **Task 10** • **Task 11**
		Day 2	• Golden Ratio in Photography or Fibonacci spiral concepts • Symmetry and A-Symmetry • Leading Lines • Narrow depth of field • Shallow depth of field	

		Day 3	**7 visual elements of Photography** • Visual elements of art — color • Visual elements of art — value • Visual elements of art — line • Visual elements of art — shape	

Week 3	Composition and Visual Elements	Day 4	• Positioning • Natural Abilities • Forcing a Photograph • Composition and Meaning	• **Task 9** • **Task 10** • **Task 11**
		Day 5	• **Focus on the Subject** • Elements of composition are: patterns, texture, symmetry, asymmetry, depth of field, lines, curves, frames, contrast, color, viewpoint, depth, negative space, filled space, foreground, background, visual tension, shapes.	

Week 4	Lighting and Exposure Control	Day 1	• Understanding natural and artificial lighting • Working with natural light: golden hour, harsh light, and low-light conditions	• **Task 9** • **Task 10** • **Task 11**
		Day 2	• Introduction to off-camera flash and studio lighting • Controlling exposure in challenging lighting situations • Creative use of light and shadow in photography	
		Day 3	• Light Diffusing • Light Reflecting • Laws of Light Reflection in Photography • Light Strobe • Light gun	

Week 4		Day 4	- White balance - Black Balance - Light temperature in kelvin - Yellowish effect - Bluish effect	
		Day 5	**Quantity of light** - Hard light - Soft light **Quality of light** - Angle, Size, Distance, Shape, Duration, and Color are each qualities of light that photographers can combine and manipulate	
Week 5	Portrait Photography	Day 1	Posing techniques and capturing expressions Environmental portraiture and location scouting	

Week 5		Day 2	Working with natural and artificial lighting for portraits	
			Creating a connection with the subject and conveying emotions	
		Day 3	Portrait retouching and post-processing techniques	
	Document special occasions with event photography	Day 4	Event photography helps people commemorate events.	
			Event photographers are like documentarians.	
			Set clear expectations with your client.	
			Create a shot list but don't let it limit you.	
			Bring the right equipment.	

	How to edit event photography	Day 5	Back up your images. Make selections and batch edit white balance, shadows, highlights, and sharpening. With Adobe Photoshop Lightroom	
Week 6	**Landscape and Nature Photography**	Day 1	Understanding the elements of a compelling landscape photograph Choosing the right locations and time of day	

		Day 2	Capturing textures, colors, and patterns in nature Advanced techniques for landscape post-processing	
		Day 3	**Seven tips to help you with your landscape photography** 1. Select a Mid-Range Aperture. ... 2. Choose a Low ISO. ... 3. Use a Tripod if You Need One. ... 4. Shoot During the Golden Hour. ... 5. Use a Polarizing Filter. ... 6. Compose a Good Landscape Photo. ... 7. Preparation Tips for Taking Great Landscape Photos.	

		Day 4	**Five biggest qualities of effective landscaping** • Attractive appearance. An effective landscaping scheme is, first and foremost, an attractive and visually appealing one. ... • Inviting atmosphere. • Functionality. ... • Individuality. ... • Practicality	
		Day 5	**Lenses for landscape photography** What Lenses Do Landscape Photographers Need? • **14mm f/2.8:** A wide-angle, wide-aperture lens for astrophotography • **16-35mm f/4:** Intended for the most important range of wide angle shots • **24-70mm f/4:** Meant as a walk-around lens for normal focal lengths • **70-200mm f/4:** Ideal for capturing distant landscapes and isolating subjects	

Week 7	Street and Documentary Photography	Day 1	• Techniques for capturing candid moments and street scenes • Ethical considerations in documentary photography • Telling stories through images	
		Day 2	• Photo Montage and Collage • Pictorial Story telling • Photojournalism principles and storytelling techniques	
		Day 3	• Ethical consideration of Photography • Caption to photo • Types and techniques of caption writing	

	Product and Commercial Photography	Day 4	• Techniques for showcasing products in a visually appealing way • Lighting and composition for product photography • Creating a brand narrative through images • Post-processing for commercial photography	
	Creative Photography Techniques	Day 5	• Long exposure photography: capturing motion and light trails • HDR (High Dynamic Range) photography • Macro photography: capturing close-up details • Experimental and abstract photography techniques	
Week 8	Photography Genres	Day 1	• Abstract Photography • Candid Photography • Conceptual Photography Concepts and its techniques	

		Day 2	• Documentary Photography • Fashion Photography • Lifestyle Photography Concepts and its techniques	
		Day 3	• Time-lapse Photography • Narrative photography • Snapshot Photography Concepts and its techniques	
		Day 4	• Political Photography • Sports • Showbiz • Business	

		Day 5	• Crime
			• Accident
			  Feature
			  Environmental
			• War Photography	

Week 9		Day 1	• Professional Brands Photography • What is brand photography and why its important? • Photography and Photography Branding idea	
		Day 2	• How to pitch Brands and get client for photography • Types of Branding Photos	

		Day 3	Professional Headshot Lifestyle Headshots Behind the Scenes Client Interaction Detail Shots Interiors & Exteriors Logo and Branding Products	
		Day 4	• Food Photography Ideas • Food Photography Tips and tricks • Creative Food Photography	
		Day 5	• Food Photography Editing • Enhancing photography • share your Photos in Digital Platform	

| Week 10 | | Day 1 | • **Low Key Lighting**
• How to Use Low Key Lighting for Stunning Black and White Photos
• Low key lighting is great for infusing mood into black and white photos.
• It can create a mysterious, dramatic, or sometimes sensual mood.
• This is a photography lighting technique using one light source, the key light. Using a low key light, with little or no fill light, results in images with deep shadows. | |
| | | Day 2 | • **Dramatic Lighting**
• How to Use Dramatic Lighting Effectively in Your Photos
• With no light, you cannot take a photo. The more you can 'see' light and understand it, the better photographer you can become.
• Knowing how to use dramatic lighting, you can more effectively communicate with your photographs.
• Creating dramatic lighting is all about mood and atmosphere.
• How you manage the light, and your | |

		Day 3	• **Frame within a frame Photography** • A frame within a frame is a photography composition technique. • Within the four-sided frame of the photograph, another frame enhances the composition.	
		Day 4	• **Aesthetic Photography** • What it is and How to Use it? • Take beautiful photos and influence your viewers somehow • Most photography is made to evoke emotion	
		Day 5	• **Analyzing a Photograph** • Analyze a photo requires introspection and self-analysis • Essential aspect of the development of any photographer	

Week 11	Mobile Photography	Day 1,	• Shoot and Edit Great Photography with iPhone • The iPhone Camera App and its features • Product Photography tips With iPhone	
		Day 2	• How to do Professional Photography with iPhone • Use your iPhone like a Professional Photographer • Use gridlines to balance your shot	
		Day 3	• Set your Camera focus • Use HDR Mode • Use Natural light • Focus on one subject • Embrace a negative space • Find different perspective • Play with reflection	

	How to Edit Photos in Lightroom Classic: An Overview	Day 4	- For Beginner Photographers who have started saving their photos are RAW files, learning How to edit Photos in lightroom is a problem - where to start editing? - What do all editing tools do? - How do you know your Photos will look better when using lightroom to edit	
		Day 5	**Refining Your Photography Techniques through Adobe lightroom** - How to cull Photos like a Pro - How to refine a mask in lightroom	

Week 12	Post-Processing and Image Editing	Day 1	• Introduction to image editing software (e.g., Adobe Photoshop, Lightroom) • Basic and advanced editing techniques • Retouching, color correction, and enhancing image details • Workflow management and organizing your photo library	
	Building a Photography Portfolio	Day 2	• Selecting and curating images for a portfolio • Presentation techniques for showcasing your work • Developing a personal photography style and vision	
	Business and Marketing for Photographers	Day 3	• Understanding the photography market and industry trends • Branding and creating a professional image • Pricing, contracts, and licensing considerations • Marketing strategies and online presence for photographers	

	Critique and Feedback Sessions	Day 4	• Peer and instructor critiques of student work • Constructive feedback and guidance for improvement • Developing a critical eye and self-assessment skills	
	Field Trips and Practical Assignments	Day 5	• Field trips to practice various photography techniques in real-world settings • Practical assignments to reinforce learning and apply concepts • Instructor-guided sessions to review and discuss assignment results	
	Final Project and Exhibition		• Planning and executing a final photography project • Image selection, editing, and sequencing • Presentation of the final project in an exhibition or portfolio format	