



PHOTOGRAPHYINSTITUTE

In partnership with



LE
MARK
SCHOOL OF ART

THE PHOTOGRAPHY INSTITUTE

• PROFESSIONAL PHOTOGRAPHY COURSES •

AUSTRALIAN ACCREDITED DIPLOMA COURSE

RTO code: 45423

**INTERNATIONAL
CERTIFICATE COURSE**



Index

Welcome

Welcome to The Photography Institute's Course Prospectus! Both versions of our Professional Photography courses are provided online, allowing you to study at home, in your own time and at your own pace.

As online education is now the preferred method of study for many people all around the world, The Photography Institute has developed a unique learning platform and innovative courses to provide you with everything you need to succeed.

You will receive:

- The skills and knowledge required to become a successful photographer, either as a full or part-time freelance career, or to enjoy an exciting new hobby
- Extensive support from a variety of sources during your studies
- Your own personal tutor who will be there to help you 24 hours a day, 7 days a week.
- Personalised feedback on all your assignment and image submissions
- Access to our dedicated Student Support team, available 24 hours a day, 7 days a week
- Access to our exclusive Facebook group, designed specifically for our students

- A 7 day money back guarantee from the day you enrol

Throughout the course, there are no formal examinations necessary; instead, you will be marked on your practical assignment work, exploring the technical and creative aspects of photography. You will also have the ability to discuss topics with your tutor to ensure you understand all the core principles of photography.

Furthermore, because we strongly believe in providing the best quality service and learning experience available online, we have partnered with a number of third-party accreditation bodies to give you peace of mind and confidence in studying with us. We are recognised globally as a leading online education provider!



Karl Daniels - PI Graduate

"Look and think before opening the shutter. The heart and mind are the true lens of the camera"

- Yousuf Karsh -

Le Mark School of Art

Marcus Odgaard - PI Student



The Photography Institute has partnered with Le Mark School of Art. We believe this partnership will enable us to give our Indian students an even better studying experience. By using Le Mark's in-depth knowledge of the Indian market, together with The Photography Institute's expertise at delivering online courses, we believe we can provide the best photography course to our students.

Our courses cater to those who are on the move, who want to learn skills for a new hobby or prepare themselves for a refreshing career.

We provide the technical and practical skills necessary to translate ideas into reality, and our commitment to providing a quality training program has resulted in unique teaching and student support systems that have produced unparalleled results.

Not only is our program unique and interactive, but it's fun, inspiring and provides you with the skills to start your own business!

lemarkinstitute.com



LE
MARK
SCHOOL OF ART

The Courses

Our Professional Photography courses are delivered online and are made up of 12 written modules, and 12 knowledge and skill-based assignments. Students studying the International Certificate course are provided up to 1 year to complete their studies, whereas students studying the Australian Accredited Diploma course will have up to 18 months to complete their studies.

During this time, you will be educated in all aspects of professional photography by a highly experienced professional photographer and educator.

International Certificate Module Outlines

Australian Accredited Diploma Module Outlines

Australian Accredited Diploma Course Units

Both versions of our course are cutting-edge and written by some of the best working photographers in the industry. The aim of our courses is to provide you with the knowledge and skills required for a career as a professional photographer or to excel as a keen hobbyist. To help you achieve this, you will be paired with a personal tutor for the duration of your

course who will be there to help you 24 hours a day, 7 days a week.

The business of freelance photography is not just about award-winning images; it can also be about the right picture at the right time. Newspapers, magazines and websites worldwide are constantly on the lookout for new and interesting material. The opportunities are enormous and always growing.

Magazines, books and newspapers across the world are the freelance photographer's main market, not to mention metropolitan and regional newspapers, corporate publications, websites and a host of other possible markets, such as weddings, sport and portraiture.

Hobbyist photographers will also benefit from the variety of techniques taught throughout these courses, which will dramatically increase your confidence, skills and personal style. You will have the ability to create amazing, life-long photographic memories.



Heath Whiley - PI Graduate

"A good photograph is one that communicates a fact, touches the heart and leaves the viewer a changed person for having seen it. It is, in a word, effective."
- Irving Penn -

Australian Accredited Diploma Course

Owen Amantillo - PI Student



The Photography Institute is owned and operated by Online Education, a **Registered Training Organisation** (RTO Code: 45423), enabling us to offer you the Diploma of Photography and Photo Imaging - CUA50915.

Below are some of the key components of our Diploma course:

Vocational Education and Training (VET) Accredited Course

Australian Skills Quality Authority (ASQA) regulated course that ensures that the Diploma course meets quality assurance requirements.

More In-depth

The Diploma modules and their corresponding assignments meet all regulatory criteria and as such are more robust and in-depth to better prepare you for entering the workforce at the end of the course.

Highly Qualified Trainers and Assessors

All of our Diploma tutors have the experience and qualifications required by Government standards to deliver accredited training.

Integration of Units of Competency

The authors have covered the knowledge and performance evidence for all of the units required to be covered by the Standards for RTOs. The units covered in our Diploma course can be viewed [here](#). These units have been integrated into our 12 module course in a unique and interactive way that allows the student a cohesive and enjoyable journey.

*"Photography is the story I fail to put into words."
- Destin Sparks -*

International Certificate Course | Modules Covered

- Module 1 Cameras & Lenses
- Module 2 Shutters, Aperture & Their Relationships
- Module 3 ISO, Exposure & Metering
- Module 4 The Film & Digital Process
- Module 5 Light & Colour
- Module 6 Lighting
- Module 7 Refining the Image Process
- Module 8 Equipment & Software
- Module 9 Retouching, Resolution & Printing
- Module 10 Photography Business & Studio Essentials
- Module 11 How to Construct a Professional Portfolio
- Module 12 Photo Agents - Picture Agencies. How To Get Work & Keep It

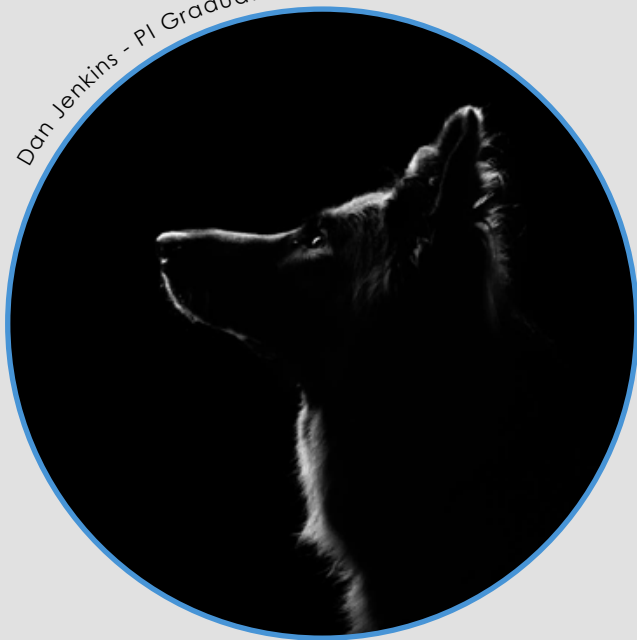


“A good photograph is one that communicates a fact, touches the heart and leaves the viewer a changed person for having seen it. It is, in a word, effective”
- Irving Penn -

Australian Accredited Diploma Course

Modules Covered

Dan Jenkins - PI Graduate



- Module 1 Camera
- Module 2 Capture
- Module 3 Post-Production
- Module 4 Lighting
- Module 5 Advanced Lighting
- Module 6 Colour Management
- Module 7 The Business of Photography
- Module 8 Visual Communication
- Module 9 Interpreting Creatively
- Module 10 Commercial Photographic Services
- Module 11 Develop Yourself Artistically
- Module 12 Final Body of Work - Portfolio and Area of Specialisation

"The best thing about a picture is that it never changes, even when the people in it do."
- Andy Warhol -

Australian Accredited Diploma Course

Units Covered

CUAPHI501	Apply visual communication theory to photo imaging practice
CUAPHI502	Research and apply photo imaging trends
CUAPHI513	Employ colour management in a digital imaging workplace
CUAPHI503	Explore the descriptive and emotive nature of photo lighting
CUADIG508	Refine digital art techniques
CUAPPR404	Develop self as artist
CUAPPR503	Present a body of own creative work
CUAPHI505	Produce commercial photo images
CUAPHI506	Provide photographic portrait services
CUAPHI511	Make illustrative photo images for publication and display
CUAPHI507	Produce media photo images
CUAACD512	Work with photo media in creative practice
CUAIND402	Provide freelance services
CUAPPR501	Realise a body of creative work
CUAPHI302	Capture photographic images
CUAPHI402	Apply photo-imaging lighting techniques
CUAPHI403	Enhance, manipulate and output photo images



*"What I like about photographs is that they capture a moment that's gone forever, impossible to reproduce."
- Karl Lagerfeld -*

Further Study Options

The Photography Institute offers a wide range of optional Advanced Modules, which can be purchased should you wish to specialise in a given field and further your studies.

To take part in these Advanced Modules, you will need to enrol in the Diploma Course of Professional Photography and complete the initial two modules before the Advanced Modules will become

available to you. This is to ensure you have a basic understanding and knowledge of your camera and photographic principles. Further study options include:

- The Food Workshop
- Wedding Photography
- Perfect Portraiture
- Landscapes & Travel Photography
- DSLR Cinematography
- Sports & Entertainment Photography
- Wildlife Photography
- Setting Up Your Own Website
- Business, Branding, Marketing and Social Media for Photographers
- Lightroom Classic for Photographers
- Newborn Photography
- Digital Portfolios & Critique



"Photography is the only language that can be understood anywhere in the world."
- Bruno Barbey -

The Students

Our students are the lifeblood of our organisation - they are the reason we get up in the morning and the reason we are constantly striving to provide the best learning opportunities available online.

While all of our students start our Professional Photography Courses at very different points in their lives, along with a broad range of skill levels and understanding, these individuals have come together due to a strong passion for learning and a

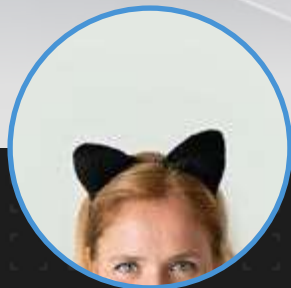
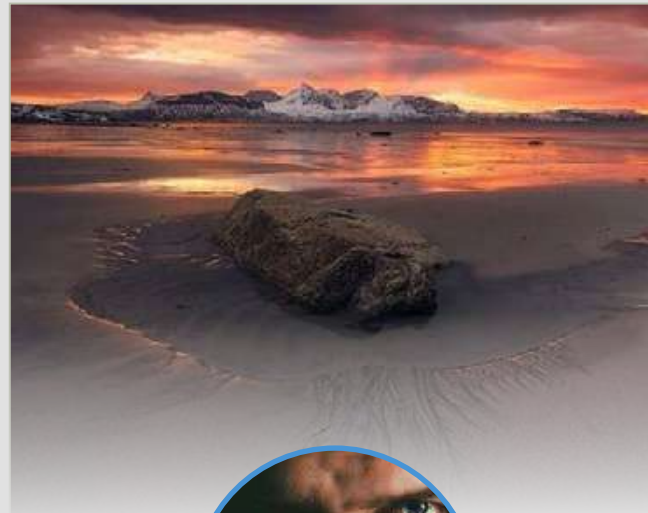
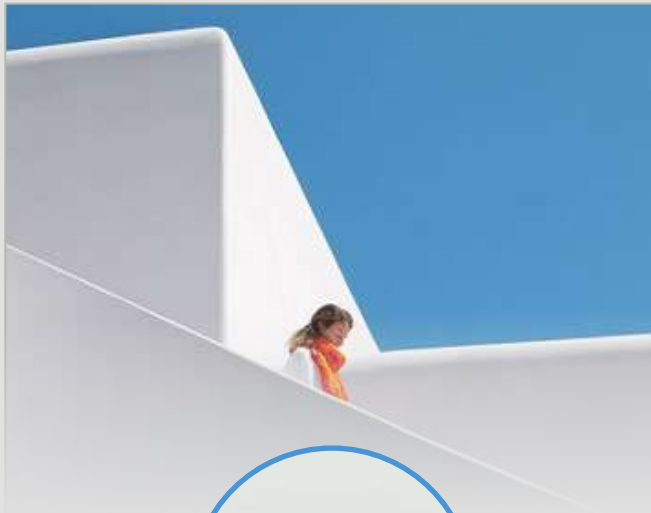
desire to improve and produce amazing imagery.

So, if you don't yet own a digital camera, if it's the first time you have picked up a camera, or the thousandth time, let us give you a helping hand to develop your knowledge and understanding, to take your photography to new heights.

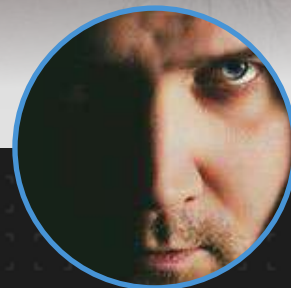
In no time at all you will be producing images that you are really proud of. Images that convey emotion;

images that stand out; and images that inspire. The kind of images you will want to show off to clients, colleagues, friends and family!

If you haven't already, please take a moment to look at some of the fantastic work produced by some of our alumni.



Valentina Loffredo
PI Graduate



Tor-Ivar Næss
PI Graduate



Jeremy Plaisance
PI Graduate

The Community

Online study provides us with unique opportunities to bring students together and share a wealth of information that goes beyond the Professional Photography Courses.

Even before enrolling, you can view and follow us on Instagram, Pinterest, Facebook, YouTube and LinkedIn. Through these channels, you can see some of our inspirational posts and amazing student work, get involved in our photography competitions or start learning right away by reading some of our shared content.

Once enrolled, we encourage all students to take part in our exclusive Facebook group. This is a group only available to course graduates and students that are currently studying, providing a space to share images and ideas, as well as to discuss the developments and challenges in photography as a whole.

Our social media not only aims to be educational, but it also strives to celebrate the accomplishments of our photographers; highlighting their abilities, providing recognition for their hard work and helping to share their unique visions with the world.

Start following us Now!



[Visit Facebook](#)



[Visit LinkedIn](#)



[Visit Instagram](#)



[Visit Pinterest](#)



[Visit YouTube](#)



"The photograph is an undeniably powerful medium. Free from the constraints of language, and harnessing the unique qualities of a single moment frozen in time"
- Steve McCurry -

12 Reasons to Study

Louise Bozich - PI Graduate



- 1 You can complete the Professional Photography Courses in your own time, at your own pace and without strict submission deadlines.
- 2 Perfect for those already working, raising a family or studying full time.
- 3 You will have a professional photographer willing to help and answer questions 24/7.
- 4 You can study from anywhere in the world as long as you have access to your camera and a computer with internet.
- 5 You can specialise in your passions and what interests you – there are no restrictions!
- 6 You can be your own boss. As a freelance photographer, you'll enjoy independence that is rarely experienced in other professions.
- 7 If desired, freelance photography can enable you to travel extensively, discover new places, meet new people, and get paid for it!
- 8 As a professional, you can potentially work from anywhere. Your essential tools are your camera and lenses.
- 9 Your hours are flexible. Unless you are out on assignment, you can work from wherever you are, at the times that best suit you.
- 10 A hobby can become a career. You can turn any interest you have into profit by being published.
- 11 You can enjoy the benefits of a well-paid career.
- 12 Your source material and inspiration are endless.

"To me, photography is an art of observation. It's about finding something interesting in an ordinary place... I've found it has little to do with the things you see and everything to do with the way you see them."

- Elliott Erwitt -

The Opportunities

Photography provides countless opportunities to the dedicated and inspired practitioner. Almost everywhere you look you will see potential jobs for the freelance photographer, and these can also provide outlets for the inspired hobbyists.

Some of these opportunities include:

- Metropolitan & Regional Newspapers
- Consumer & Trade Magazines
- Periodicals
- Websites
- Corporate Publications
- Weddings
- Portraiture
- Sporting Events
- Show Business & Entertainment
- Advertising
- Newsletters
- Brochures & Advertising
- Photo Libraries
- Magazine & Newspaper Photography
- Fashion Photography

- Travel & Resort Photography
- Newborn, Children & Family Photography
- Food & Beverage Photography
- Still Life & Product Photography
- Interior & Architectural Photography
- Glamour & Nude Photography
- Black & White Photography

As you will discover, there are literally thousands of profitable freelance photography opportunities out there to be had.

By the time you complete your course, you will have an intimate knowledge of all aspects of freelance photography. This goes far beyond simply taking a picture. It also means developing your ideas through to the important business side of marketing your professional skills and being paid for your efforts.

What's more, the Photography Institute is often approached by clients looking for up-and-coming photographers to complete their briefs. As these are brought to our attention, details are posted on the secure student site, allowing individuals to show their interest and potentially gain freelance work.

Remember, every single professional photographer was once a complete beginner!



"When words become unclear, I shall focus on photographs. When images become inadequate, I shall be content with silence."

- Ansel Adams -

The Author | George Seper

George Seper began his photographic career in New York City in the early 1970's, photographing theatrical productions and portraits of actors. He travelled to Australia and set up his first studio in 1978 after having worked for three years as a photographer's assistant for the Creative Director of Vogue – Patrick Russell. During that time, he also assisted the great Swiss photographer, Hans Feurer, as well as the legendary English photographer, Norman Parkinson.

George's own photographic work was concentrated initially on fashion and beauty and he was a regular contributor to Vogue, Made Magazine, Cleo, GQ and Cosmopolitan. George photographed both men's and womenswear, as well as many magazine covers. His advertising clients included some of the best fashion designers in the country.

Looking for other means of creative expression, George began shooting food photographs for Vogue magazine in the early 1980's, with Carolyn Lockhart, the then menswear editor and food editor of Vogue Australia. His food photography revolutionised the way food was photographed, as he approached food with the eye of a fashion photographer and often worked with 35mm cameras, handheld in natural light. This was a huge

departure from the convention in the early 1980's. In the late 1980's, George pioneered the 'shallow depth of field look' in his food photography that has become the worldwide standard of how food is still photographed today.

His food photographs have since appeared in over 30 countries in publications such as Vogue Italia, Madame Figaro France, Gentlemen's Quarterly, Martha Stewart Living, Gourmet, Gourmet Traveller, Vogue Entertaining & Travel, and an array of Vogue and other magazines from Russia to Brazil. He has photographed many cookbooks and his advertising clients include Wedgewood, Royal Doulton, McDonalds, Sara Lee and Continental food products, to name a few. He has worked extensively in London, Paris and New York over the course of his long career.

As well as a booming career in food photography, having left the fashion world behind in the mid 1980's, George also began shooting interiors for Vogue Living magazine in the late 1980's. He achieved great success in this area and has shot extensively for Belle Magazine, House & Garden, Home Beautiful, Better Homes and Gardens, as well as for commercial clients like the Ritz Carlton Hotels, the Hilton Hotels, Qantas and Air Lanka airlines.

George took time off in 2000 and went on several extensive sailing trips on his yacht and returned to work in 2005 refreshed and inspired. George is currently represented internationally by the StockFood Photo Agency.

www.georgeseper.com

<http://international.stockfood.com>

George has trained an army of photographic assistants over the years; many of whom now have very successful careers of their own. He wrote this course in order to pass on his wealth of knowledge on photography and on the business of photography.

We are extremely excited that he has chosen The Photography Institute as the venue for teaching his unique skills.

"For me it is the play of light over objects that I find magical, and the challenge to see, understand, recreate and record this miracle is the excitement that is photography."

- George Seper -



The Australian Accredited Diploma Co-Authors

Yvette Worboys & Julian Watt



Yvette Worboys has been teaching photography in the VET sector since 2008. She currently holds the Adobe Certified Associate in Visual Design using Photoshop and is an Adobe Campus Leader.

This enables her to bring fresh ideas and new ways of teaching the creative process and creative expression to both her professional colleagues and students alike.

She has over 20 years of experience in both graphic design and photography, with interests in the arts from an early age. Yvette has managed to create a life supported by her love for art and design, having worked within the consulting, engineering and education industries both on a teaching and creative level.

Yvette's visual art has been published and exhibited over the last 15 years, both nationally and internationally. She has exhibited nationally in groups and solo shows, including the Head On Photo Festival and the Olive Cotton Portrait Prize.

Her photographs have appeared in The Sydney

Morning Herald, The Daily Telegraph, Time Out Magazine as well as local and independent newspapers.

Yvette is also a member of Ludlites, a photographic collective using low-fi cameras and lenses to create inspiring and emotive artwork. "By experimenting with technique and refining my craft, I create an emotive mood for the sitter, using the surrounding environment to create a statement about my subject."

- Yvette Worboys, Artist, Designer, Photographer and Educator.

You can find Yvette's website here:

www.yvetteworboys.com

Her involvement with the Ludlite collective works can be found here:

www.ludlites.com

Julian has won gold, silver and bronze at many international shows and was once selected as a finalist in thirty categories at one show! The international shows include Clio, Cannes, D&AD, London Internationals,



New York Festivals, Communication Arts, Adfest... that's just on the work that I've had the pleasure of producing with him. He's also an awesome, smart, super talented image maker who gets it. I miss working with him, it's been too long. Since I moved from Asia to the States, we haven't had the opportunity for obvious reasons, but I look forward to the day where we can collaborate again!"

- Craig Smith, Creative, New York.

Julian is an established, conceptual advertising photographer based in Sydney, Australia. Clients work with him because he's versatile, a wizard with light, has never had to do a re-shoot, and always makes it look easy. He rolls with the punches and doesn't get flustered. His productions are often large scale, but he also enjoys smaller, more flexible creative briefs.

Julian has a passion for sharing his knowledge and experience with students and has been authoring materials and teaching within the Australian VET sector for many years.

You can find Julian Watt's website here:

www.julianwatt.com

"You can look at a picture for a week and never think of it again. You can also look at a picture for a second and think of it all your life."

- Joan Miro -

The Tutors

Our Tutors have been handpicked for their own professional success and their ability to pass on what they know. The tutors who work for us are not just teachers, but leading professionals in their field. Your personal tutor will guide you through each step of the course, offering personalised and specific feedback on your submitted work. If you ever have any questions in relation to your course, all you need to do is send your tutor a message and they will promptly reply with an answer. With this close tutor mentorship, you will feel like your tutor is in the same room as you, and all this can be achieved from the comfort of your own home. One of the greatest benefits of this course is the one-on-one relationship with your personal tutor. This allows you to gain inside information from a working professional on how to develop your career or hobby aspirations. If you would like more detailed information on any

or all of our amazing tutors, simply click on the following link:

[The Tutors](#)

This will take you to the Tutors page on our website. On this page, you will find the tutor's biographies, examples of their work and direct links to their portfolios.

Please feel free to have look around their websites to gain more information on who they are, the field of photography they work in and the unique style of their work.

If you have any questions at all, please do not hesitate to contact our friendly Student Support staff via email.

[Student Support](#)

Requirements

Valentina Loffredo - PI Graduate



International Certificate Requirements

The International Certificate course can be completed using a Mac or PC, while the website and course content can also be accessed on all popular mobile devices.

To get the most from this course, we encourage all students to use a digital SLR (DSLR) camera, or a Compact System Camera (CSC) that allows full manual control.

If you do not yet have a CSC or DSLR camera, the first module of the Professional Photography Course will provide you with everything you need to make an informed decision on purchasing a new digital camera. It is also possible to complete this course using a point-and-shoot camera, or for the analogue lovers, a film SLR.

For image editing, we recommend Adobe Photoshop, as this is the industry standard for post-production, but all modules can be completed using the free editing software GIMP, or similar programs.

Australian Accredited Diploma Requirements

In order to begin studying the Australian Accredited Diploma course, you are required to complete a

Language, Literacy and Numeracy (LLN) test.

To complete the first assignment of the Australian Accredited Diploma course, you will be required to access to the following:

- A 35mm DSLR or mirrorless (CSC) equivalent that has detachable lenses and can have accessories attached to it.
- A computer that is capable of running Adobe software with a minimum of 16GBs of RAM.
- Adobe Creative Cloud Photography plan.

To see a list of what is required to complete the entire Australian Accredited Diploma course, please [click here](#) and view the EQUIPMENT REQUIREMENTS section.

To successfully complete the Australian Accredited Diploma, you are also required to complete 235 hours of non-structured training.

For more information on this please visit our Australian Accredited Diploma pre-enrolment information:

www.thephotoinstitute.in/prerequisites

“Light makes photography. Embrace light. Admire it. Love it. But above all, know light. Know it for all you are worth, and you will know the key to photography.”
- George Eastman -

Getting Started!

Getting started at the Photography Institute has never been easier! While many learning institutes have lengthy enrolment processes, quarterly or yearly admissions and complex prerequisites, PI provides equal opportunities for all individuals who want to improve their photography.

Enrolling in either of our Professional Photography courses takes less than 5 minutes, and you can get started right away by visiting our website and following these few simple steps:

1. Choose your payment plan
2. Enter your full name
3. Enter your email address*
4. Enter & submit your payment details

*This will be your student account username/log-in, so please ensure this is accurate as your temporary password will be sent to this address.

Further Questions?

While we do our best to provide as much information about our course online and through our student prospectus, we do understand that starting a new adventure into photography can feel like a big commitment, and you may have specific questions you would like to ask our team.

To help you with this, our support staff are available online 24/7 to assist you with any queries you might have. Simply send us an email, or contact us through our website, and we will get back to you as soon as possible:

Contact Us Now!

Please note: While log-in details will usually be received within a few minutes of enrolling, please allow up to 2 hours. You may also need to check your spam/junk folder and add our email address to your safe senders list, to ensure you don't miss any important notifications from us in future.

The Photography Institute

Le Mark School of Art

401, Jyoti Chambers, Junction of J.V Road and Hirachand Desai Road, Opp. Metro Station, Ghatkhopar (W), Mumbai - 4000086

Website:

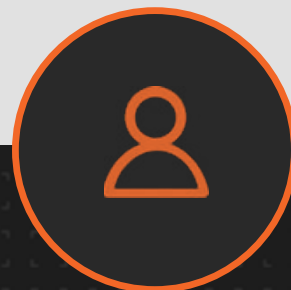
www.thephotographyinstitute.in

Contact Us:

support@thephotographyinstitute.in



1 | CHOOSE YOUR PAYMENT PLAN



2 | ENTER YOUR FULL NAME



3 | ENTER YOUR E-MAIL ADDRESS*



4 | ENTER & SUBMIT YOUR PAYMENT DETAILS

VISIT OUR WEBSITE

ENROL NOW!



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