

Academy for Photographic Excellence opens admissions for:

- **Intensive Foundation Course in Photography (Weekends: 3 months)**
- **Fast-track Foundation Course (18 days: full-time)**

Course Details:

Intensive Foundation Programme

Course Duration: 3 months (12 weekends i.e. 24 contact days) Classes would be conducted every Saturday and Sunday morning from 10.30 am to 2.30 pm.

A Photography course for serious novices, amateurs and hobbyists. A foundation for Basic and Creative Photography.

Course Fees: Rs 30 000/-

Fastrack Foundation Programme

Course Duration: 18 days (5 days a week. No classes on weekends).

Class Time : 10.30 to 3.00pm

A Photography course for serious novices, amateurs and hobbyists who want to take up an intensive course on a short-term basis.

Course Fees: Rs 30 000/-

Why APEX?

Housed in a 3500 sq. m. of fully air-conditioned area, spread over 3 floors, the academy comprises of:

- Air-conditioned classrooms with overhead projectors
- Analog and Digital SLR camera systems
- Wet dark-rooms for film D&P (black & white and colour)
- Digital PP Labs
- Photo finishing room
- Library cum resource centre
- Experienced faculty
- In-house studio
- Photo art gallery
- Photography studio

APEX is a Canon Pro Centre , the only one in North India

Venue: **Academy for Photographic Excellence**

60 Basant Lok Community Centre, Vasant Vihar, New Delhi- 110057

Landmark: Located above the Passion my cup of tea

Course starts from the first week of November.

Last date of submission of forms: 31st October 2008

There would be a **10% discount** on the price of the foundation course for the **Canon Edge Customers**

For any further details please follow the link www.apexindia.net or contact 4166 9520, 46015225 or 9811213162.

Course Outline

Topic	Details
Introduction and orientation	Introductory speech by the director Introduction with the faculty Orientation: Art and Science of Photography Who is a photographer
Instrument	Camera Types of Cameras Details of parts of a SLR camera
Camera	Features and details Shooting Modes Aperture and depth of field Shutter speed. Critical shutter speeds and effects
Exposure	What is it. Exposure as function of Intensity and Time. EV
Exposure	Shooting in different modes
Exposure Metering	Incident and Reflected light meters Inbuilt light meters. Metering Methods: Matrix, Center-weighted and spot
Exposure Metering	Metering for different situations. Compensation and Bracketing
Lenses	Different Types of Lenses Classification of lenses by focal lengths Angle of view, depth of field and perspective Fixed focal length and Zoom lenses. Micro and Macro lenses.
Lenses	Choosing the right lens for different situations. Optical errors and lens technology. Crop factor.
Digital imaging	Film vs Digital, CCD and CMOS Pixels and megapixels Dynamic range Image processing engine.

Focusing	Manual focusing. Using the focus rangefinder.
Speed and film/sensor sensitivity	ISO/ASA. Film grain and pixels, Noise. High speed photographic situations.
Field Trip	Visit to a heritage/natural site.
Composition	Elements of composition, Rules Balance and dynamism
Color Temperature	Understanding color temperature Use of White Balance setting to control the light-temperature
Care and Maintenance of photographic equipment Filters and effects	Cleaning and storage of equipment, lens coatings and fungus attacks cleaning the sensor Types of filters, gels, polarizer
Light	Lighting techniques, Use of reflectors
Indoor lighting	Camera flash- Inbuilt and external Flash modes.
Indoor lighting	Studio flash lighting. Lighting Techniques
Analog Photography	Types of films, Negative and Positive film Shooting on film, Darkroom Developing and Printing
Analog Photography/ Digital post-production	Darkroom techniques, Introduction to file-formats RAW vs JPG Photoshop
Genres of Photography	Specializations in photography. Contemporary photographic practice, Overview of masters' works
Field Trip	Visit to a natural /heritage site with specific photographic goals
Review and critique	Final critique of students' work. Portfolio submission (20-25 images)