

## THURSDAY (Week 1)

**AM 9.00- 1.00**

### Theory and Practical Photographic Session (Wedding)

Practical shoot with models

- Bride at home
- Bride and groom at beauty spot
- Metering light source
- Using natural light
- Using fill flash
- Using light shapers

**All images are shot both traditionally and contemporary**

**PM 1.30- 5.00**

### Theory on working as a Wedding photographer

- Equipment
- Starting a photography business
- Wedding coverage
- Planning the day
- Overcoming technical and weather difficulties
- Day to day business practices

### Portfolio development

- Using Photoshop to create portfolio images from earlier shoots



<b>Day &amp; Time</b>	<b>Subject</b>	<b>Assessment Criteria</b>	<b>Tutor activity</b>	<b>Learner Activity</b>	<b>Assessment of learning</b>	<b>Resources</b>
Thursday- 9am- 12.30pm	Portrait of the bride at home  Location shoot of the Bride and Groom	Unit CAX215 1.1, 1.2, 2.1, 2.2, 3.1, 3.2, 4  Unit CAX216 1.1, 2.2, 3.1	Practical demonstration  Questions and answers	Undertake a bride at home portrait shoot  Give direction to the bride  Photograph and direct the Bride and Groom at a local beauty spot  Use camera, camera flash other accessories correctly  Use of safe working practices  Safely upload captured images onto the computer	Practical Observation  Participation	Camera equipment and accessories  Model  Course handouts
Thursday 1pm-5.00pm	Theory on running a Wedding photography business and promoting, marketing and advertising strategies to make it successful Social media, website, SEO, blogs, Instagram etc.  Portfolio development Preparing images using Digital Manipulation ready for output/presentation	Unit CAX216 1.2, 1.3, 2.1, 2.2, 2.4  Unit CAX216 2.1, 2.2, 2.3, 2.4	Lecturing  Questions and answers	Understanding the different advertising strategies to make a business successful  Safely upload captured images onto the computer and use Photoshop to create images ready for portfolio	Feedback through questioning  Listening, observing, note taking, asking questions  Questions and answers	Course handouts  Computers and editing software

## FRIDAY (Week 1)

**AM 9.00- 1.00**

### Theory on working as a Wedding Photographer Continued

- Professional associations
- Advertising and Marketing
- How to deal with enquiries
- Meeting prospective clients
- Presenting quotes
- Presenting results
- Costing and profits
- Bookkeeping and accounting

### Theory and Practical Photographic Session (Wedding)

Practical shoot with models

- Bride at home

Creating a high key portrait of the Bride at home without studio lighting

- Bride and Groom at the church

How to set-up and pose the group photographs

**PM 1.30- 5.00**

### Project/portfolio development

- To understand and identify images that are suitable for the output/presentation
- Continue to prepare/complete images using Digital Manipulation to create images for portfolio
- Students will be given an individual tutorial and end of course assessments with feedback
  
- End of Course Debrief



<b>Day &amp; Time</b>	<b>Subject</b>	<b>Assessment Criteria</b>	<b>Tutor activity</b>	<b>Learner Activity</b>	<b>Assessment of learning</b>	<b>Resources</b>
Friday 9am-10.00am	Theory on Wedding photography continued	Unit CAX216 1.2, 1.3, 2.1, 2.2, 2.4	Lecturing  Questions and answers	Listening, observing, note taking, asking questions	Feedback through questioning	Course handouts
Friday 10.00am- 1.00pm	Portrait of the bride at home  Location shoot of the Bride and Groom at a church	Unit CAX215 1.1, 1.2, 2.1, 2.2, 3.1, 3.2, 4  Unit CAX216 1.1, 2.2, 3.1	Practical demonstration  Questions and answers	Set up a high key shoot at home without studio lighting  Photograph and direct the Bride and Groom in a church  How to photograph in a church using flash and not using flash  Use and understand the correct white balance  Use of safe working practices  Safely upload captured images onto the computer	Practical Observation  Participation	Camera equipment and accessories  Models  Course handouts  Window and net curtain  Church
Friday 1.30pm- 4.30pm	Tutorial and critique on course work  Continue working on portfolio for course project.	Unit CAX216 2.1 2.2, 2.3, 2.4	Lecturing  Questions and answers  Tutorials	To practice and apply digital manipulation skills learned on their own images to use as part of their course project.	Feedback through questioning  Tutorial Feedback	Course handouts  PowerPoint Presentation  Computers and editing software
Friday 4.30pm-5pm	End of Course Debrief					