Smartphone Photography for Work and Business

Description

In today's fast-paced digital world, visual content is paramount for effective communication and business success. The Smartphone Photography for Work and Business course will empower you to leverage the powerful camera in your pocket to create compelling, professional-quality visuals.

Go beyond simple snapshots and master the art of smartphone photography and graphic design to elevate your brand, marketing, and internal communications. This course combines practical photographic techniques with fundamental design principles, enabling you to capture and create impactful visual content using your smartphone.

You will learn to control your smartphone camera, understand composition, lighting, and editing, and integrate these skills with essential graphic design elements like typography and logos. You'll also explore industry-relevant software to refine your images and create polished graphics for various business applications.

Who is this Course For?

This training is relevant to all who are interested to generate visual presentation and materials for work and business use.

Course Objectives

Learners will achieve the following after completed the course:

- Articulate the key fundamentals of typography, logos, and other visual communication design elements.

- Applying visual communication techniques to create effective visual content.

- Demonstrating operation of cameras to produce high-quality images.

- Developing visual presentations and forms to communicate design outcomes to intended audiences.

- Utilizing industry-relevant design software to create professional-quality graphics and visuals.

Course Duration
8 Hours

Mode of Training
Classroom

Full Fee
$500
(Subject to 9% GST)
Nett Fee
$545
(After GST)

Visit our Website

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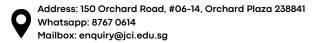
Course Content

Learning Unit 1: Visual Communication and Colour Fundamentals
- Visual Communication Design Concepts
- Best Practices in Visual Communication
- Colour Fundamentals and Forms
- Exploring Colour Palettes

Learning Unit 2: Photography and Camera Operations
- Uses of Cameras for Photography and Videography
- Operating Cameras and Capturing Photos
- Developing Visual Presentations

Learning Unit 3: Photo Editing Software and Techniques
- Visual Communication Design Concepts
- AI editing tools
- Hands-on Practices