

The **Accademia D'Arte AD'A** in collaboration with The Darkroom International School of Photography of Florence and member of the National Association of Professional Photographers – TAU Visual offers **Academic three-year Photography courses, Professional Photography one-year courses and Short Photography courses.**

■ Academic Photography Course

The Three-Year Academic Program is designed to prepare the student for photography as a profession. Covering many different fields of photography, the course strongly focuses on the commercial aspects of the profession, as well as the creative side needed to pursue photography as an art form. The school's programs reflect the competence and diversity of the instructors; all individually professional photographers, they aided in the creation of the courses, drawing from their specialization in diverse fields to create a complete and comprehensive study of many different types of photography. Maintaining a high standard, the school requires the students to work on projects that they will be able to use as portfolios for entry into the world of professional photography.

Amongst the themes which will be developed in the first year: Photography Art and Society, History of Cinema, Semiotics, History of Journalism, History and Techniques of Media and Communication, Visual Language and Perception Techniques, Aesthetics and Visual Communication, Analysis of Photography Technology, Lighting, Composition, Shooting Techniques, Darkroom and Lab I, Informatics, Digital systems, Analysis of Press, Portfolio, Critics and Style Development I, Exhibition.

Amongst the themes which will be developed in the second year: Right and Information, Culture and Society in Italy, Marketing, Administrative aspects of the Free Profession, Communication and Advertisement, Darkroom and Lab II, Lighting Technics, Macro photography, Still Life, Landscape, Architectural and Nocturnal Photography, Astronomical Photography, Photoshop, Introduction to Commercial and Advertisement Photography, Introduction to Fashion Photography, Introduction to Photojournalism, Stock and Microstock, Experimental and Creative Photography, Contemporary Photography and Conceptual Art, Journalistic Writing for the Media, Videoproduction I, Web design I, Graphic Design I, Critics and Style Development II, Exhibition.

Amongst the themes which will be developed in the third year: Magazine Creation, Scenography of the Photographic Set, Commercial and Advertisement Photography, Photojournalism, Fashion Photography, Art Craft Reproduction, Food Photography, Theatrical Photography, Sport and Nature Photography, Ceremony Photography, Glamour and Portraiture Photography, Extreme Darkroom Techniques, Videoproduction II, Web Design II, Graphic Design II, Commercial Printing Techniques, Professional Orientation, Self Promotion, Exhibition, Internship, Dissertation Projects (mandatory).

The first year lessons are taught in Italian or in English, while the second and third years only in Italian. The minimum attendance is one year. To obtain the Certificate it is necessary to complete the three-year course. At the end of the first and second year the students will receive a certificate of participation (Diploma).

Levels: Basic, Intermediate and Advanced

Duration: from 1 to 3 years (32 weeks a year)

Schedule: can be chosen among morning, afternoon or evening

Hours: 16 hours per week + open studio

Fees:

First and second year: 6,800 Euro per year

Third year: 4,900 Euro

The fee for the course includes 24 hours Open Studio and all the chemicals

Start Date: 26 October 2009, January 2010, October 2010

■ Professional Photography Course

Photography foundation program is conceived to offer a basic knowledge of basic photography. Students learn how to use a camera and lenses, principles of composition and lighting and develop a critical eye on framing.

They learn darkroom basics and will be able to develop on their own a b/w film and print photographs in the darkroom. In the second quadrimester they begin digital systems besides the traditional techniques. The program involves the use of Mac system and Apple Aperture to make an archive, to edit it and to do all photographic adjustments on the raw files..

During the course the students will produce some portfolios, both classic and digital.

Amongst the themes which will be developed in the FIRST QUADRIMESTER:

- **Analysis of Photography technology I** Art History and the History of Photography. Films types and types of cameras, different formats. Visual perception, field of vision. Relationships film-digital.
- **Shooting techniques I** Film formats, stereo and mono vision, focal length, telephoto lenses and wide-angle lenses, perspective, zoom and aberrations. Hoods and protective filters. Use of the camera. The function of the lens; study of light and exposure. Depth of field.
- **Lab and Darkroom I** Develop and print in black in white.
- **Lighting I** The use of natural light (control and effects)
- **Composition I** The photographer, the subject, the main focus, point of view, framing, and content. Understanding composition: with the shutter, diaphragm, light, contrast, focusing, lines, form, relief, and rhythm.
- **Critique and style development** Use of all techniques acquired to realize portfolios. Critique and style development; mounting the finished print. Realization of two portfolio.

Amongst the themes which will be developed in the SECOND QUADRIMESTER

- **Shooting techniques II** Study on angle of field and telephoto lenses. Use of wide angle lenses. The tripod, landscape photography and panoramic. Theory of colors and electromagnetic spectrum. Use of colors in b/w photography. Contrast filters for b/w photography. Close-up lenses, extension tubes, macro lenses. Soft filters. Controlling perspective with wide-angle lens in the taking phase and in the darkroom with easel tilting.
- **Lab and Darkroom II** Neutral, warm and cold tone papers. Deepening of dodge and burning techniques. Mastering exposure, contacting and choice of the right contrast. Spot and touch.
- **Introduction to digital systems** Introduction to digital systems. Formats and resolutions. Similarities and differences between the CCD sensor, CMOS and film. The fundamental functions of the digital camera. White balance. Digital sharpness. The dedicated optics. RAW and JPEG files. Mac computers and Apple environment. Large room is dedicated to Apple Aperture application as tool to make an archive, to edit it, and to do image adjustments for post-production of images. Scanning of prints and negatives will also be part of the program.
- **Lighting technique** How to use a flash; combining artificial light and flash lighting. Portable flash units for shooting on location. Automatic, manual use, as well as TTL and 3D. Using flash fill.
- **Critique and style development** Use of all techniques acquired to realize portfolios. Critique and style development; mounting the finished print. Realization of two portfolio.

Duration: from 16 to 32 weeks

Schedule: can be chosen among morning, afternoon or evening

Hours: 8 hours per week + open studio

Fees:

Quadrimester (16 weeks): 1,980 Euro

The fee for the course includes 24 hours Open Studio and all the chemicals

Start Dates:

2009: 26 October

2010: 8 Marzo, October

Short Courses:

- **Classic Photography**
- **Digital Photography**
- **Landscape and Architecture Photography**
- **Fashion Photography**
- **Photojournalism**

Classic Photography course

The Introduction to Classic Photography course is a basic course for teaching students how to shoot, develop and print black and white photographs. It is not a digital course, but primarily a darkroom course using traditional methods. It is characterized by a large room given to practical experience and tuning of skills acquired.

The first lesson begins with the learning of the various parts of a 35mm camera and its lenses; the proper functioning of the camera; and how all the parts affect the images that are produced. Students will then have lessons on developing their own film in the various chemical baths. Once they have attained negatives, the processes involved in printing will be shown and the student will then be able to print their own chosen images in the school darkroom. After attending the first classes students get the necessary knowledge to use the facilities on their own. Open studio time is scheduled to allow the finishing of ongoing projects and assignments given by the teacher. Other classes may take place outdoor.

This course allow the student to have a good knowledge on the camera and its functioning. Moreover introduces to the darkroom and its various processes. At the end of the course the student is able to shoot photographs in a conscious way, to develop films on his/her own, to print b&w pictures in the darkroom alone. The student will also have a basic of photographic composition and lead to develop a critical eye in Photography.

By the end of the course the student will have produced a good number of good black and white prints.

As a beginning short course no specific prior experience is expected. A sincere interest in taking photographs is of primary importance. A photo camera with manual possibilities is necessary. (It may also have automatic exposure control but the student must be able to determine and learn to control the exposure)

Students will have detailed information about the materials to buy and where during the first day of class. As pre-information, the following personal supplies are necessary for being able to do the required work:

- A photo camera with manual controls
- At least 12 rolls of black and white film
- At least 100 sheets of photo paper multigrade type 18x24 cm
- At least 20 sheets of photo paper multigrade type 24x30 cm
- A sufficient number of plastic sleeves for film filing
- A pencil type Staedtler Lumocolor Non Permanent (ex Omnicrome 108)
- A pair of scissors

Consider the option to hire a photcamera at school. Photo materials can be purchased in a photo store for professionals located in Florence.

Digital Photography course

This course introduces to the use of the digital photcamera and digital photography. Beside the use of the camera, the lenses the program involves the use of the computer and applications for editing and adjustments of photos.

This course is designed to supply you with a good knowledge of fundamental photography techniques such as depth of field, motion and angle of field. They will deal with topics such as landscape, portraiture, architecture, nocturnal photography and candid techniques, projects assigned by the teacher throughout the course. The program provides also a wide study on composition and framing.

The images will be imported and processed with the world leader application Apple Aperture for editing and post adjustments. Large part of the course will deal with editing the works produced, photo adjustments, portfolio making, slide show and multimedia exports.

The goal of the course is to introduce the student to the world of photography, giving a wide panoramic on a sufficient number of topics, teaching how to use one's photcamera well, to resolve the main issues on framing and composition, and introducing to the applications for the computer necessary to complete the digital workflow.

As a beginning short course no specific prior experience is expected. A sincere interest in taking photographs is of primary importance.

Students will have detailed information about the materials to buy and where during the first day of class. As pre-information, the following personal supplies are necessary for being able to do the required work:

- A digital photo camera with manual controls
- two external hard drive of at least 250 GB each to store your photos taken and to back up
- a USB cord to download photos directly from camera or a card reader device
- an extra battery pack for your photcamera
- at least 2 GB memory card

Landscape and Architecture Photography course

This course is primarily a introductory course to photography with a special focus on particular subject matters, such as landscape and architecture. A focus shall be laid on the history of photography, on equipment (camera, lenses, tripods) and on digital shooting techniques. Large part of class time will be spent on outdoor walking trips for shooting. Students are required to pay for tickets whenever necessary (bus tickets, entrance tickets, etc...). Digital processing and compositional techniques will also be covered, with the use of Mac computers, apple aperture and adobe Photoshop. Emphasis will be given to practical work, both collective outdoor shooting and post producing.

By the nature of the course, many classes take place outdoor, in locations of particular interest for their view or sites with relevant architectural buildings.

This course allow the student to have a good knowledge on the use of the camera. It introduces to the techniques to approach landscape photography and ways of composition; perspective applied to architectural photography and digital techniques with the computer; Apple Aperture and Adobe Photoshop are the application to edit, adjust and post produce the images taken. The student will also have a basic of photographic composition and lead to develop a critical eye in Photography.

As a beginning short course no specific prior experience is expected. A sincere interest in taking photographs is of primary importance. Attitude to walking is required.

Students will have detailed information about the materials to buy and where during the first day of class. As pre-information, the following personal supplies are necessary for being able to do the required work:

- A digital photo camera with manual controls
- a tripod
- a remote shutter release
- two external hard drive of at least 250 GB each to store your photos taken and to back up
- a USB cord to download photos directly from camera or a card reader device
- extra battery for your photcamera
- at least 2 GB memory card

Fashion Photography course

This course introduces to the use of the camera through the study of the specific matter of fashion photography. Beside the use of the camera, the lenses the program involves the use of the computer and applications for editing and adjustments of photos.

The course is based on a series of theoretical and practical lectures about the technical, cultural, visual and historical aspects of Fashion Photography. You will start to analyze the history of Fashion Photography from the beginning of the 20th Century until the contemporary days, reviewing the continuous changing in the fashion design styles and trends. Therefore you will analyze also the photographic composition and the target aspects of Fashion photography.

PHOTOGRAPHY course

The course will concentrate broadly on the technical aspects like camera, lens, exposure, lighting, settings, locations, use of flash units, portable and studio units, light metering. Post-production with Aperture and Photoshop will be part of the program and basics of the applications will be covered.

This course allow the student to have a good knowledge on the use of the camera. It introduces to the techniques to approach fashion photography and studio techniques; Apple Aperture and Adobe Photoshop are the applications used to edit, adjust and post produce the images taken. The student will also have a basic of photographic composition and lead to develop a critical eye in Photography.

As a beginning short course no specific prior experience is expected. A sincere interest in taking photographs is of primary importance.

Students will have detailed information about the materials to buy and where during the first day of class. As pre-information, the following personal supplies are necessary for being able to do the required work:

- A digital photo camera with manual controls
- two external hard drive of at least 250 GB each to store your photos taken and to back up
- a USB cord to download photos directly from camera or a card reader device
- extra battery for your photcamera
- at least 2 GB memory card

Photojournalism

This course introduces to the use of the camera through the study of the specific matter of photojournalism. Beside the use of the camera, the lenses the program involves the use of the computer and applications for editing and adjustments of photos.

This course is designed to supply you with a basic knowledge of photojournalism and documentary photography. It will deal with press photography, and some aspects of it will be discussed. Focus will be placed on the history of documentary photography through lectures and slide shows as well as on how to make a story. Great attention will be given to the choice of the right equipment, digital cameras, lenses, flash, applications for the computer and travel equipment. Some experiences would be made with field trips for on location shooting.

This course allow the student to have a good knowledge on the use of the camera. It introduces to the techniques to approach photojournalism and documentary photography; the program includes the study of Apple Aperture, the the world leader application to edit, adjust and post produce the images taken. The student will also have a basic of photographic composition and lead to develop a critical eye in Photography. As a beginning short course no specific prior experience is expected. A sincere interest in taking photographs is of primary importance.

Students will have detailed information about the materials to buy and where during the first day of class. As pre-information, the following personal supplies are necessary for being able to do the required work:

- A digital photo camera with manual controls
- two external hard drive of at least 250 GB each to store your photos taken and to back up
- a USB cord to download photos directly from camera or a card reader device
- extra battery for your photcamera
- at least 2 GB memory card

The short courses are available in the following modalities:

Duration: 1, 2, 4, 8 weeks

Schedule: 2 classes per week of 4 hours each.

Hours: 8 hours per week + open studio

Fees:

1 week: 160 Euro

2 weeks: 295 Euro

4 weeks: 590 Euro

8 weeks: 1,120 Euro

1 additional week: 140 Euro

4 additional weeks: 530 Euro

Start Dates:

2009: 26 October, 23 November

2010: 11 January, 8 February, 8 March, 6 April, 3 May, 31 May, 5 July, 9 August, 6 September,
4 October, 2 November, 29 November

The only courses offered by the Academy that are not held on campus are those of photography, which are held outside of city center and are easily reachable by public transportation.

Lessons are taught in English and Italian.

At the end of the course students will receive a certificate of participation (Diploma)