Photography and Videography Course (PR3255248)

15 – 19 February 2027
Toronto (Canada)



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Ref: 3255248_191611 **Date:** 15 – 19 February 2027 **Location:** Toronto (Canada) **Fees:** 5900 GBP

Introduction

Photography and videography are powerful tools for communication, storytelling, and creative expression. This course is designed to equip participants with the technical knowledge, artistic vision, and practical skills needed to produce professional-quality photos and videos. Through guided practice and hands-on exercises, participants will learn how to plan, capture, and edit visual content that inspires and engages audiences while meeting professional and creative standards.

Course Objectives

By the end of this course, participants will be able to:

- Understand the fundamentals of photography and videography.
- Operate cameras and supporting equipment with confidence.
- Apply composition, lighting, and framing techniques effectively.
- Record and edit high-quality video and audio content.
- Use editing and post-production tools to enhance visuals and sound.
- Create tailored content for social media, marketing, and professional events.
- Recognize ethical practices and copyright regulations in photography and videography.

Course Outlines

Day 1: Fundamentals of Photography and Videography

- Introduction to core concepts of photography and videography.
- Camera types, lenses, and essential equipment.
- Understanding resolution, frame rates, and formats.
- Basics of lighting and exposure control.
- Practical session: Familiarization with camera functions.

Day 2: Photography Techniques

- Rules of composition: rule of thirds, leading lines, and framing.
- Mastering focus and depth of field.
- Natural versus artificial lighting in photography.
- Essentials of portrait, landscape, and event photography.
- Hands-on photography exercises.



Day 3: Videography Techniques

- Planning a shoot: storyboarding and shot lists.
- Camera movements and stabilization methods.
- Essentials of audio recording with microphones.
- Lighting setups for video production.
- Practical session: Shooting short video clips.

Day 4: Post-Production and Editing

- Overview of editing software and tools.
- Photo editing: color correction, retouching, and enhancements.
- Video editing: trimming, transitions, and visual effects.
- Adding music, narration, and sound design.
- Practical editing exercises for photos and videos.

Day 5: Professional Applications and Final Project

- Creating content for social media, marketing, and events.
- Building a personal or professional brand as a visual creator.
- Ethics and copyright in photography and videography.
- Group project: Capture, edit, and present a short photo-video project.
- Final review, feedback, and certification.

Why Attend this Course: Wins & Losses!

- Gain complete knowledge in photography, videography, and editing.
- Learn practical lighting and composition techniques.
- Improve the ability to record professional-quality audio and visuals.
- Master post-production tools for polished results.
- Build skills for creating content suited for marketing and social media.
- Develop a strong personal or professional brand.
- Understand copyright rules and ethical standards.
- Apply skills through a real-world project for practical experience.

Conclusion

The Photography and Videography course is a comprehensive training journey that blends technical mastery with artistic creativity. Participants will move from understanding the basics to applying advanced techniques in lighting, composition, audio recording, and editing, culminating in a professional-level project.

This course provides not just technical skills, but also the ability to use visual storytelling as a tool for communication, marketing, and brand building. It is designed to prepare participants to create inspiring, high-quality content that resonates with audiences and meets professional standards.

