Diploma in Photography

Capture Pictures Perfectly

Lesson 1

What is Photography?

Course Educator: William Eames

shawacademy

shawacademy

About Us

William Eames

M.F.A (Hons) Photography

B.A. (Hons.)Photography

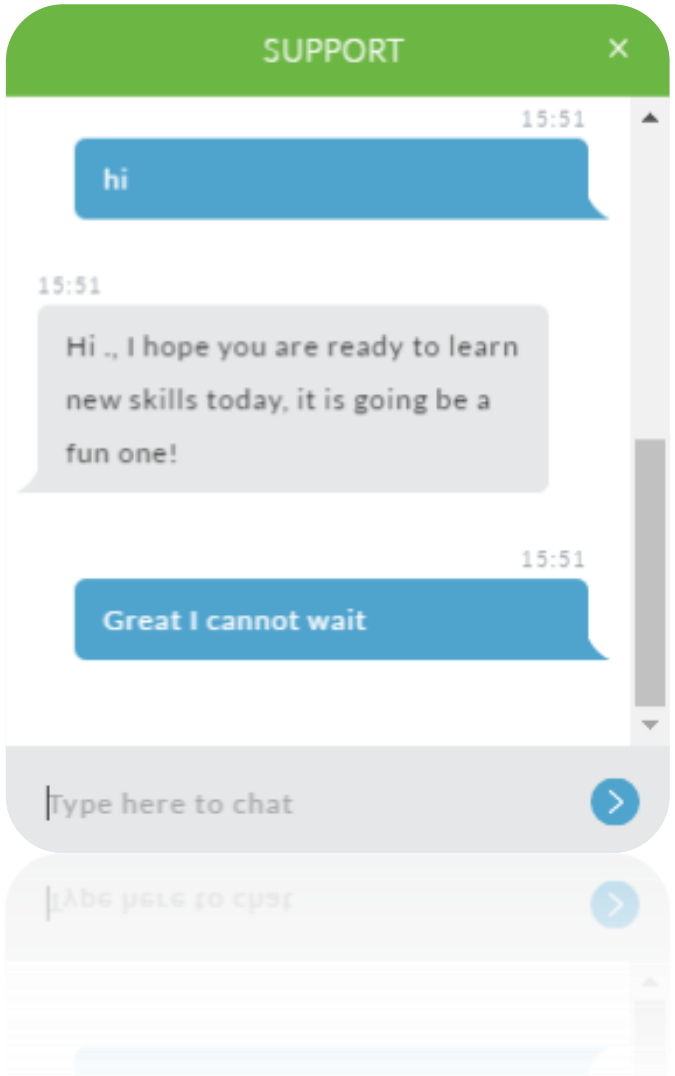
15+ years experience

The Team

shawacademy

Live Webinars - Interaction

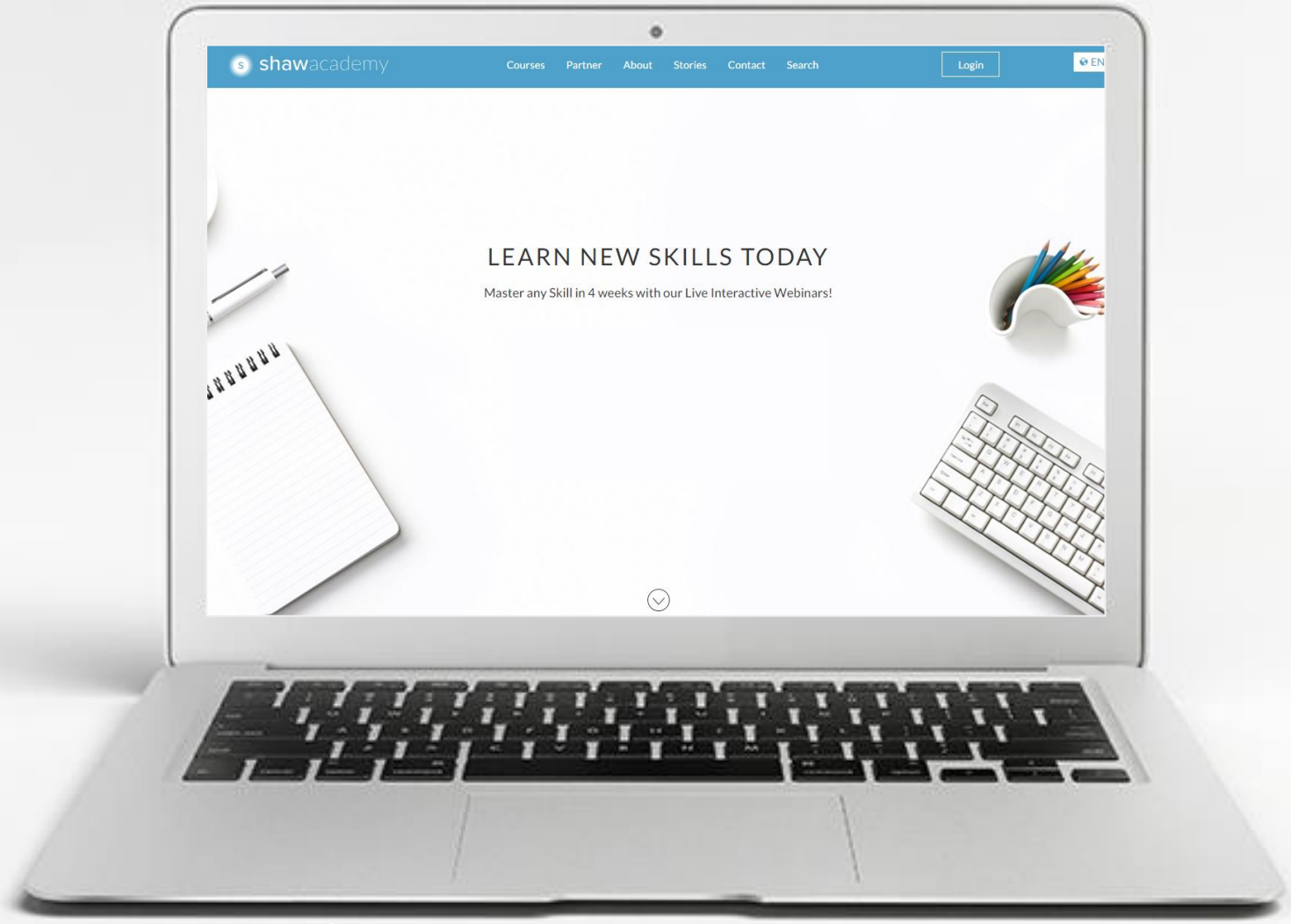
COMMENT
&
ASK QUESTIONS



WEBINAR CHAT BOX

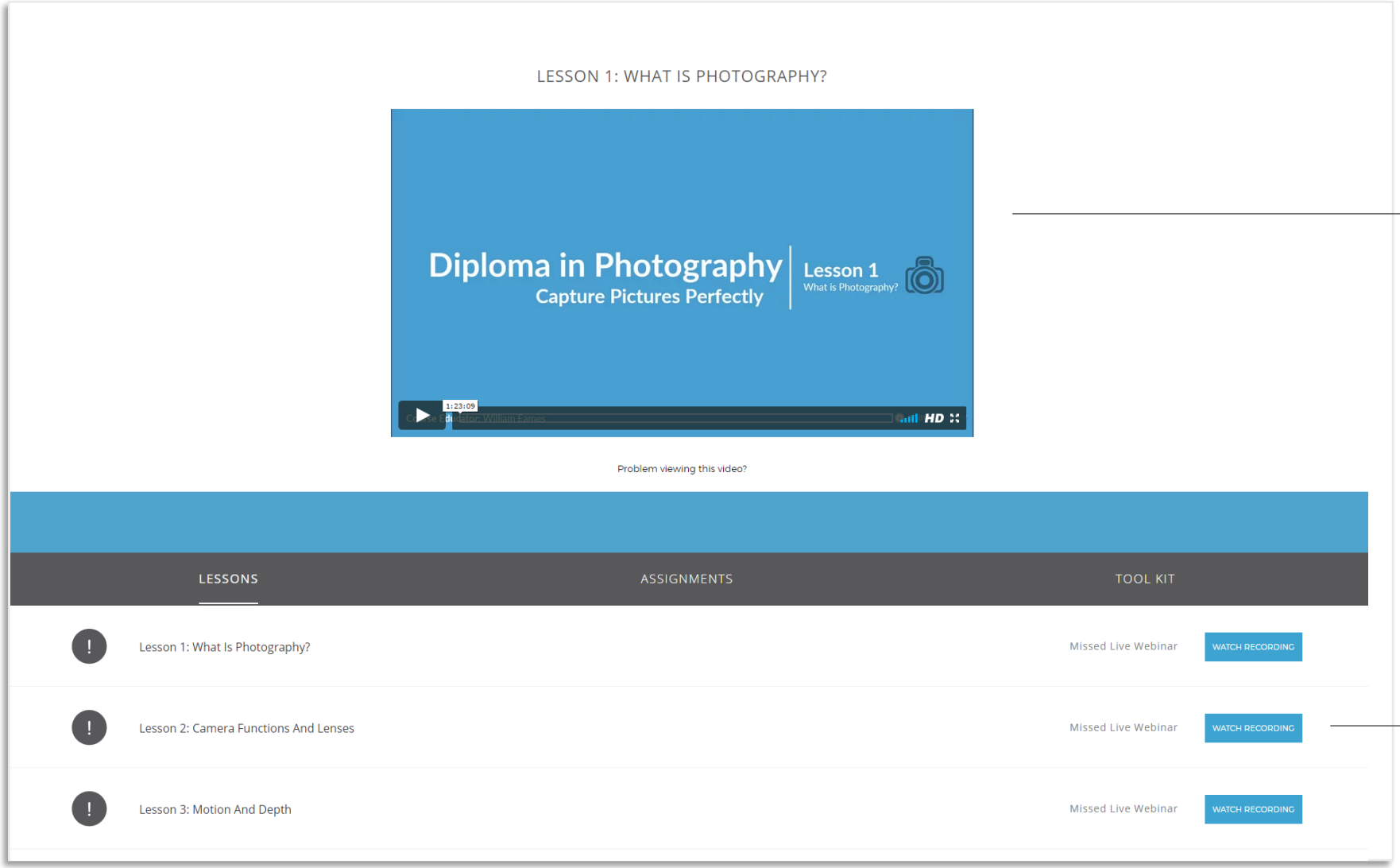
Priority Queuing
Premium Members get prioritized support

MEMBERS AREA



www.shawacademy.com

Members Area – Recordings



Watch the most recent lesson

At the top of your members area you will see a recording of the most recent lesson from your current course. Recordings appear in your members area within 24 hours of the live lesson

Watch Recording Button

WIN A
12 MONTH
PREMIUM
MEMBERSHIP

(RRP €599)

Winner will be announced LIVE during lesson 5

Course Agenda

Capture Pictures Perfectly

shawacademy

Week 1:

Lesson 1 : What is Photography? + Camera Types

Lesson 2 : Demystifying Camera Functions + Lens Types

Week 2:

Lesson 3 : Motion and Depth

Lesson 4 : Composition

Week 3:

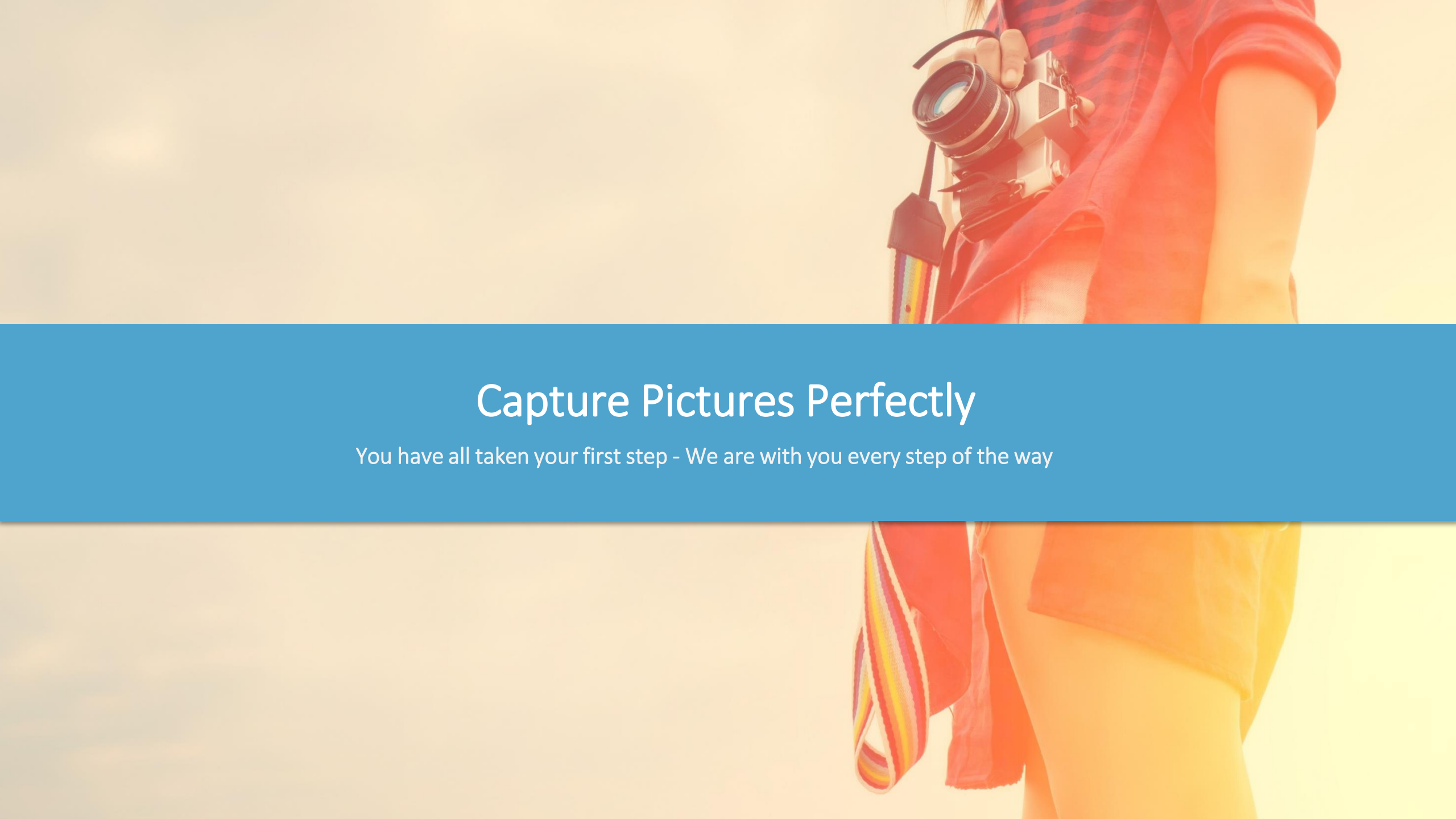
Lesson 5 : How Much Light is Enough

Lesson 6 : Fully Manual Mode

Week 4:

Lesson 7 : The Colour of Light: White Balance + Focusing

Lesson 8: The Digital Image



Capture Pictures Perfectly

You have all taken your first step - We are with you every step of the way

shawacademy

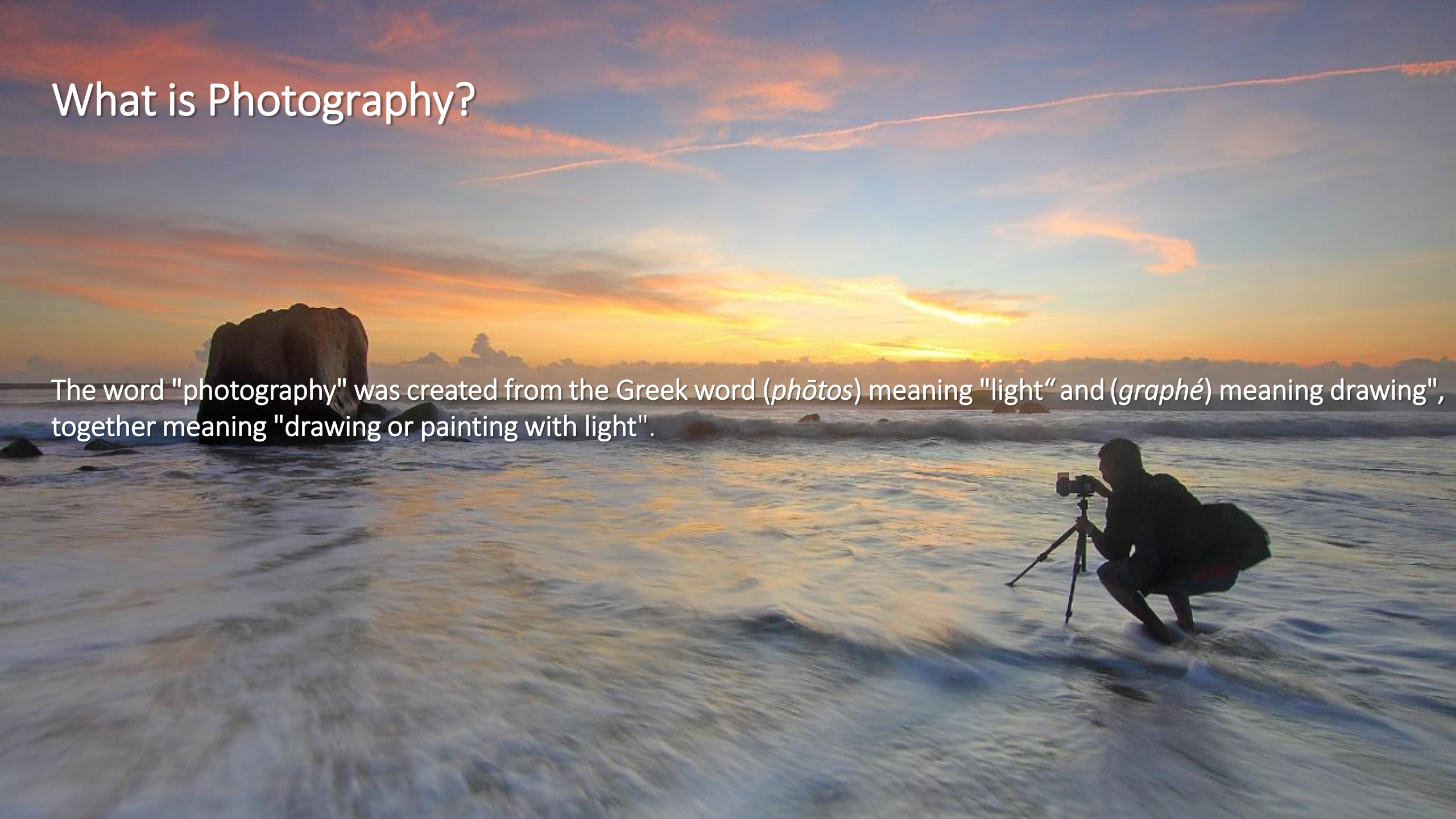
Lesson 1

- Course Agenda
- What is Exposure?
- Camera Types
- Summary
- Course Interaction
- Q & A

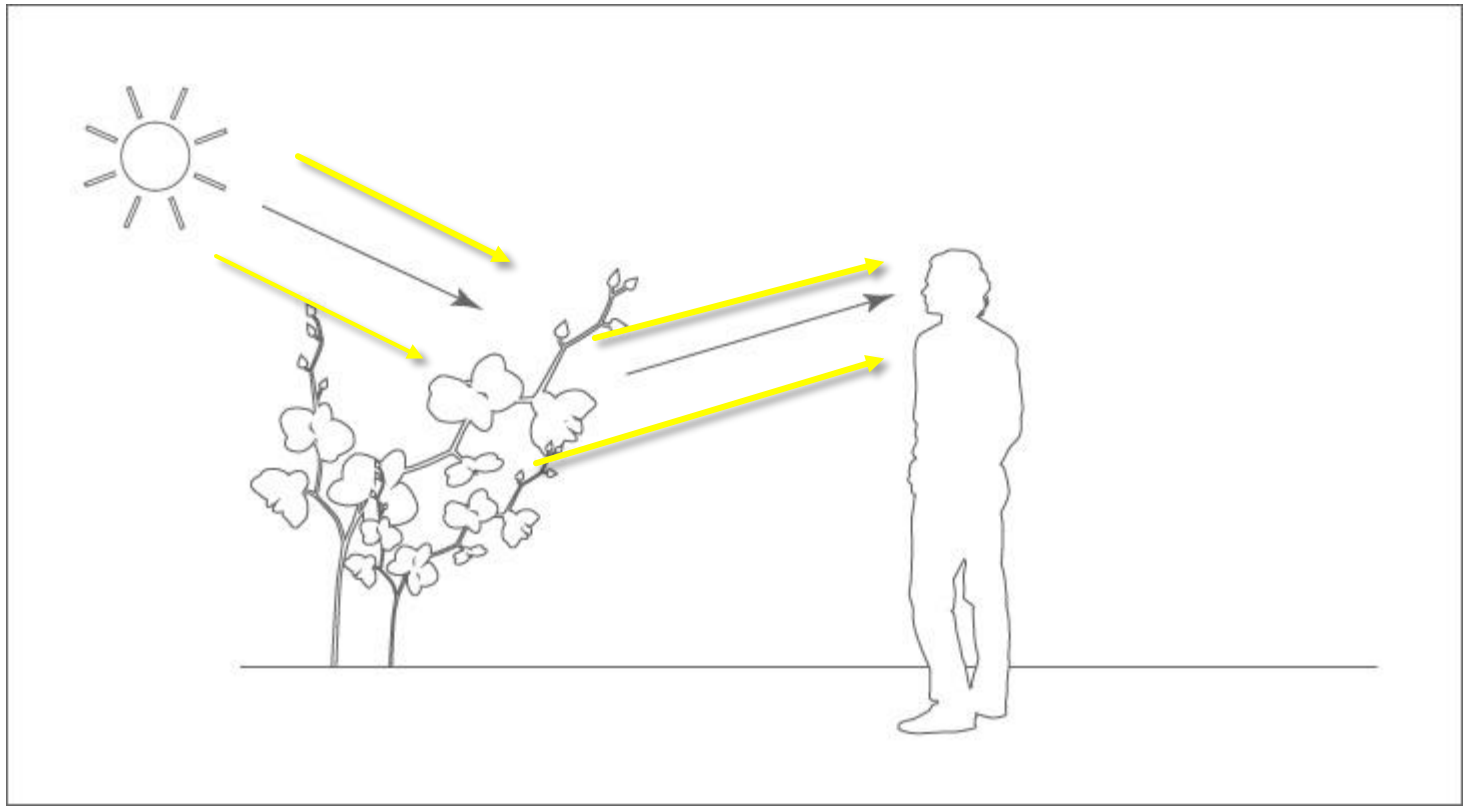
Why develop your Photography knowledge?

- Develop and Enhance your Creative Skills
- Expand your Technical Knowledge
- Build Confidence in your Abilities
- Develop a Vocabulary in the subject that you love

What is Photography?

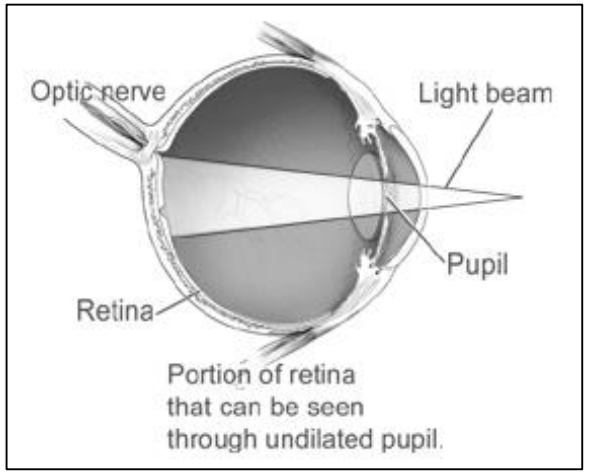


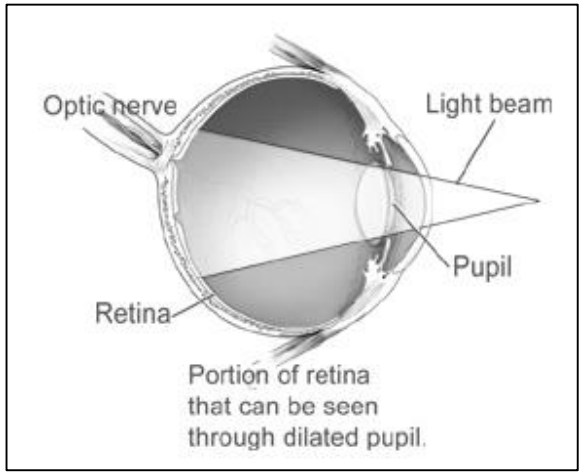
The word "photography" was created from the Greek word (*phōtos*) meaning "light“ and (*graphé*) meaning drawing", together meaning "drawing or painting with light".



How We See

Exposure – Human Vision

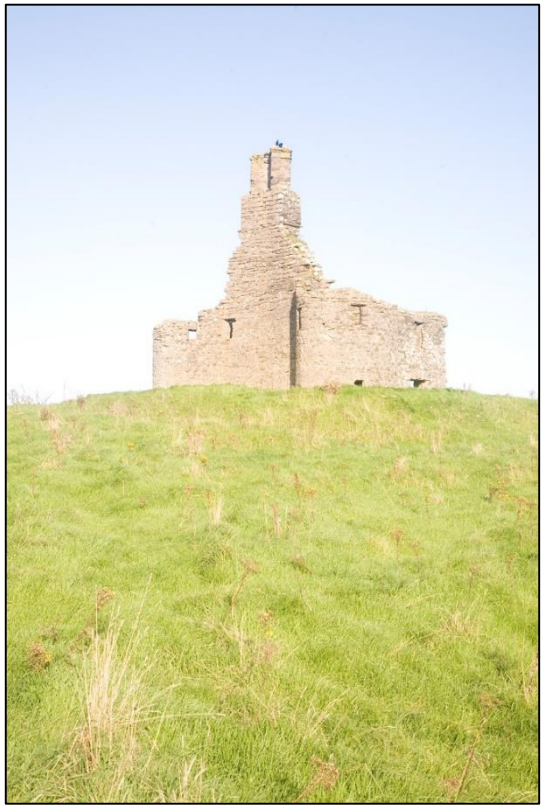




Exposure – Human Vision

Under Exposed

Not enough Light



Over Exposed

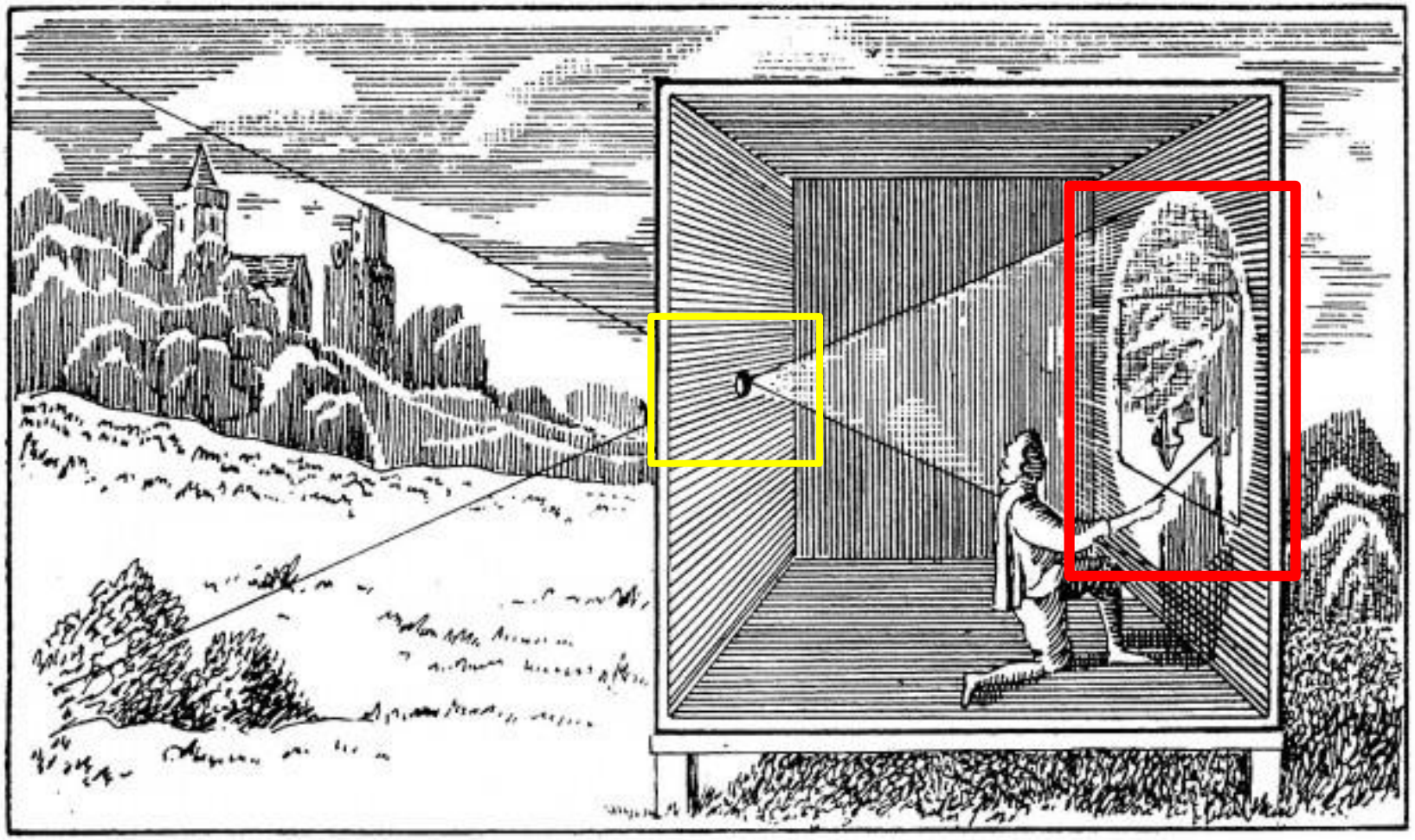
Too much Light

Correctly Exposed

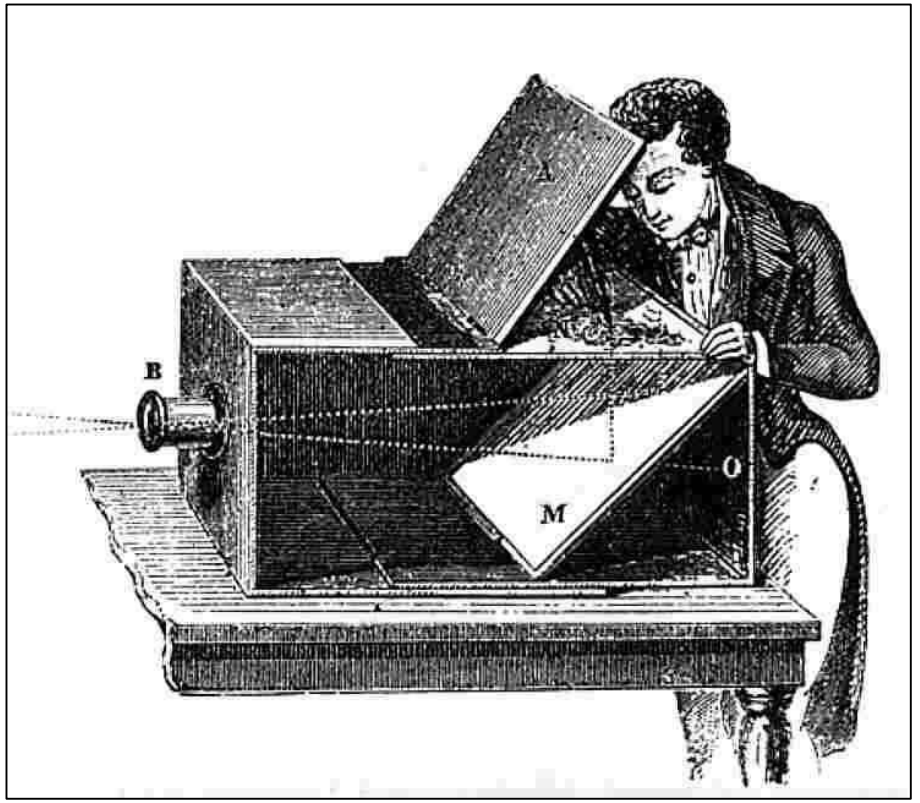
Correct amount of light

How Exposure works

How Exposure works



What is the Camera?



Camera Obscura

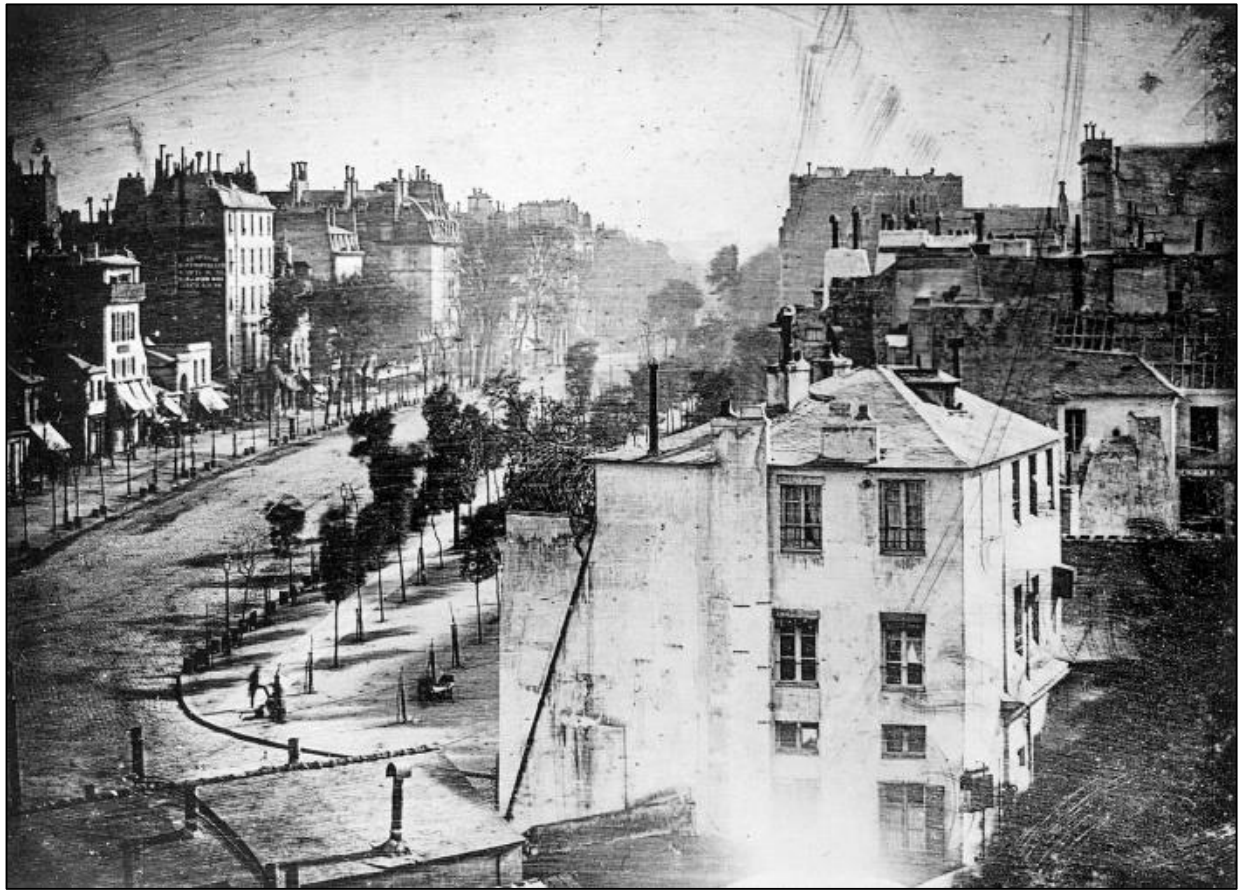
Joseph Nicéphore Niépce

View from the Window at Le Gras, 1826–1827

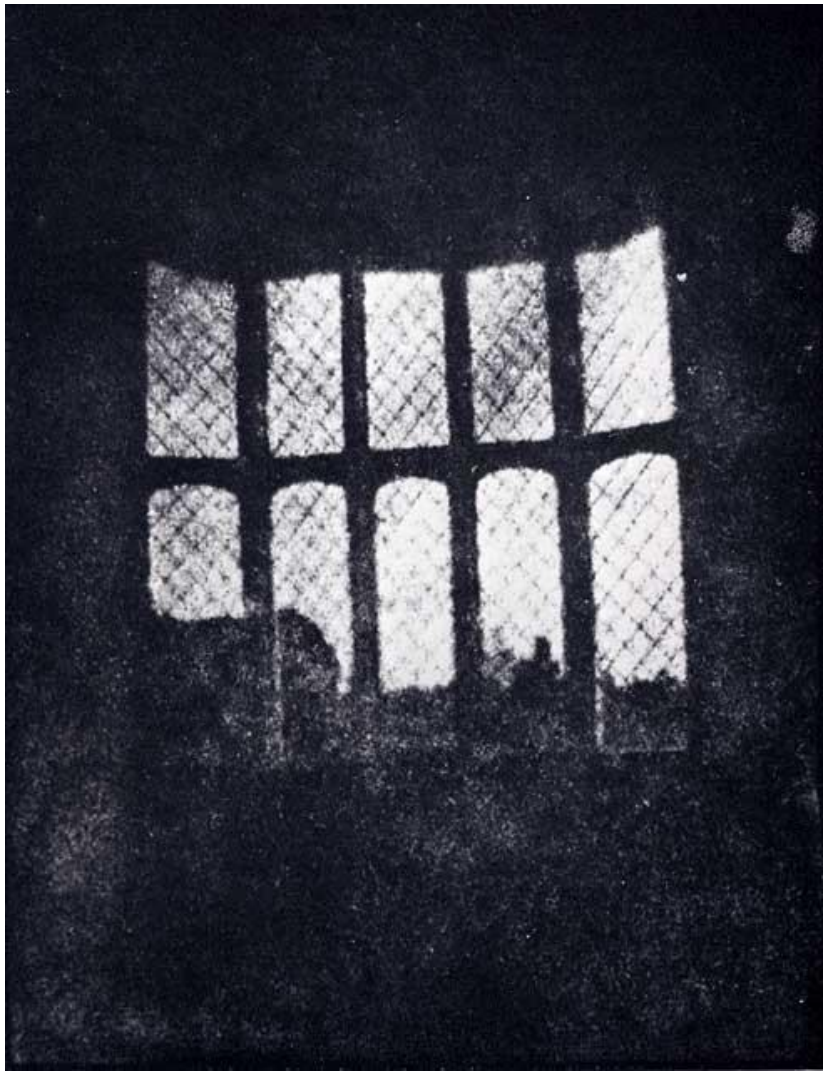
First Recorded Image

Louis-Jacques-Mandé Daguerre

***Boulevard du Temple* 1838**



The Daguerreotype



William Henry Fox Talbot

***Latticed window at Lacock Abbey* August 1835**

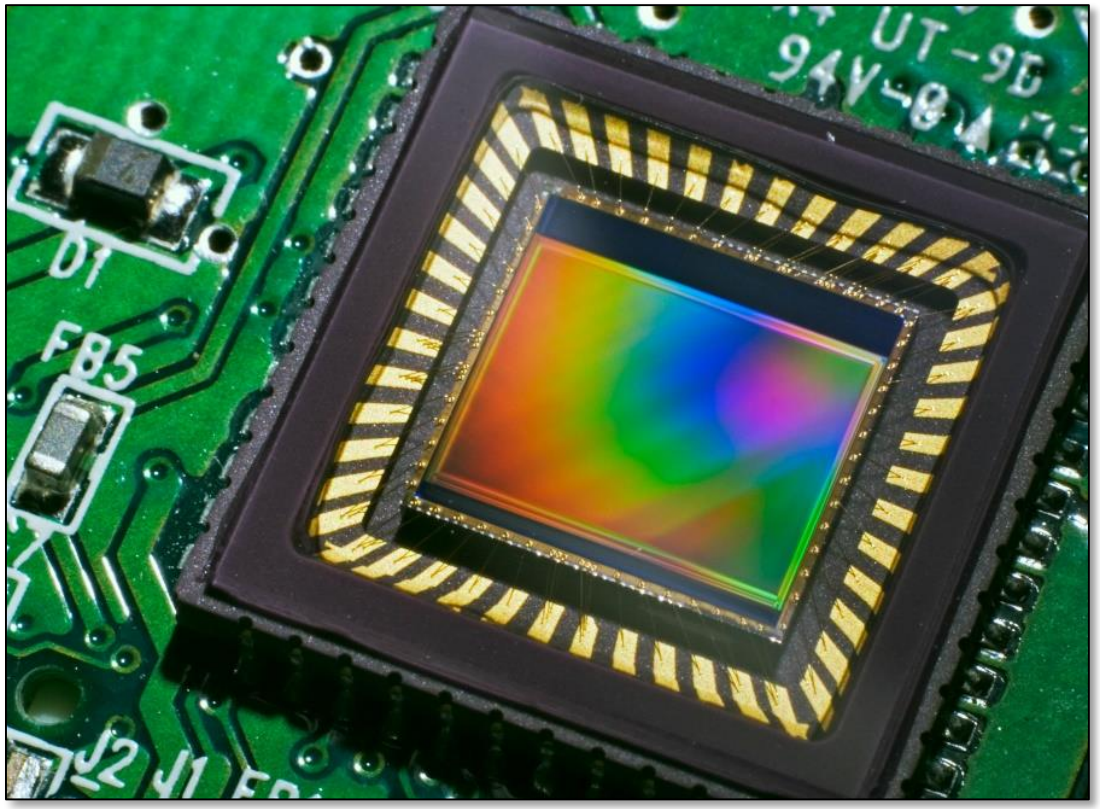
The Calotype

Pinhole Room

Pinhole Photography

Pinhole Photo

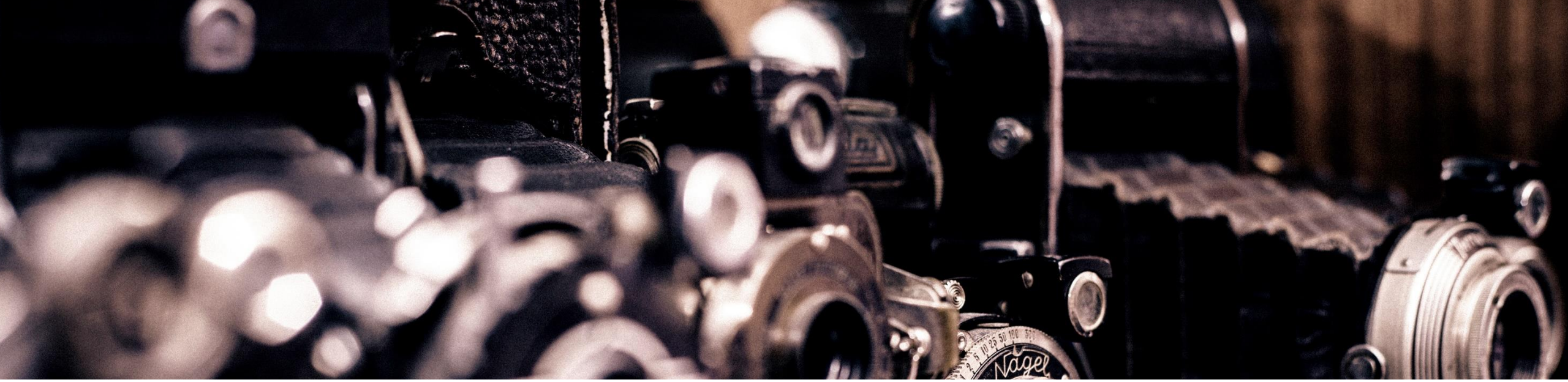
Film Photography



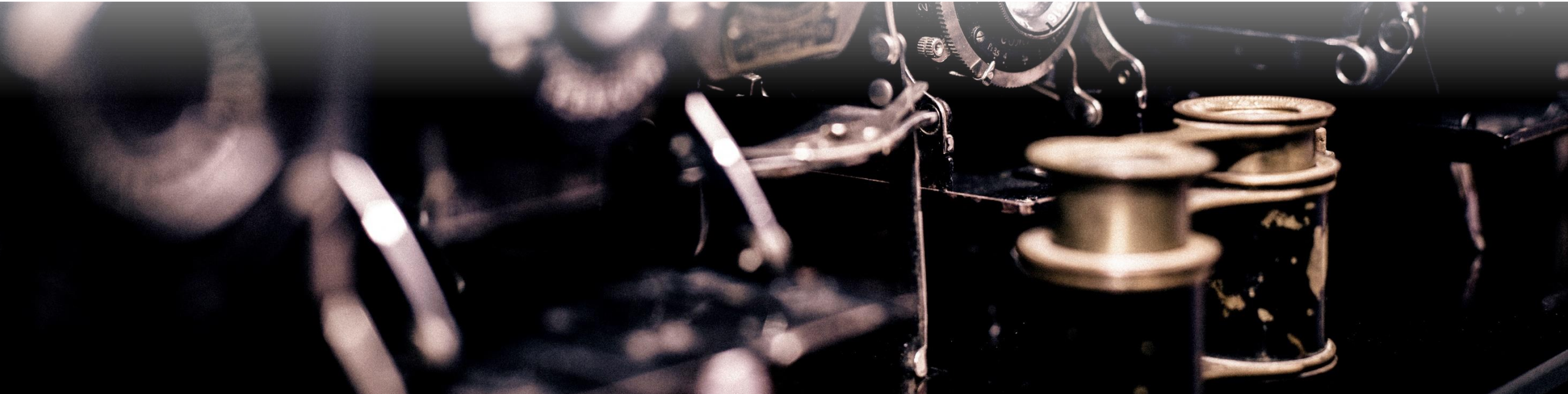
Light Sensitive Sensor

Sensor inside Camera Body

The Move to Digital Photography



Camera Types



Components of a camera

Viewfinder

Liquid Crystal Display

Shutter Button

LCD Screen

Hot shoe

Components of a camera

Point and Shoot Cameras

DSLR Cameras

Bridge Cameras

Mirrorless Cameras

Medium Format Cameras

Smart Phone Cameras

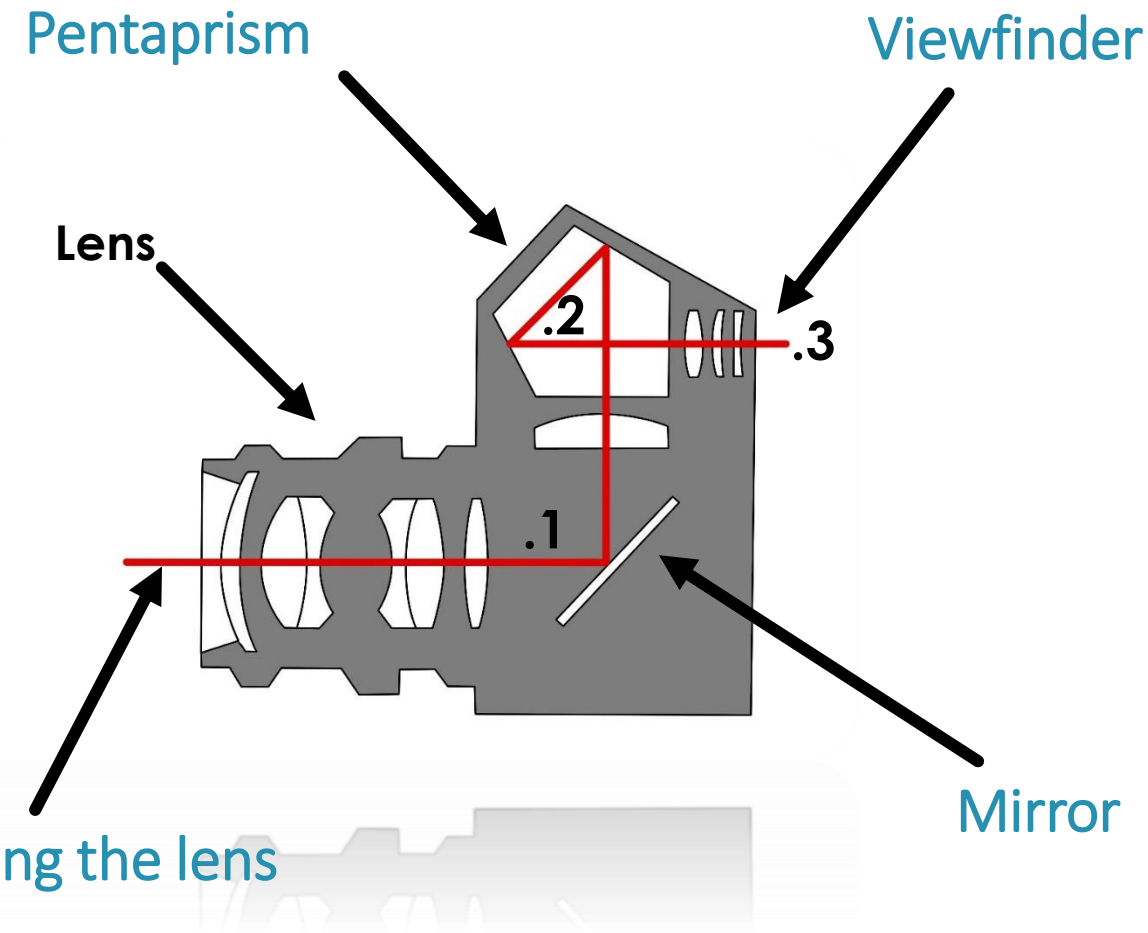
Camera Types

Point and Shoot Cameras

- Easy to use
- Compact
- Ideal for everyday photography
- Some have powerful zooms
- Limited Control

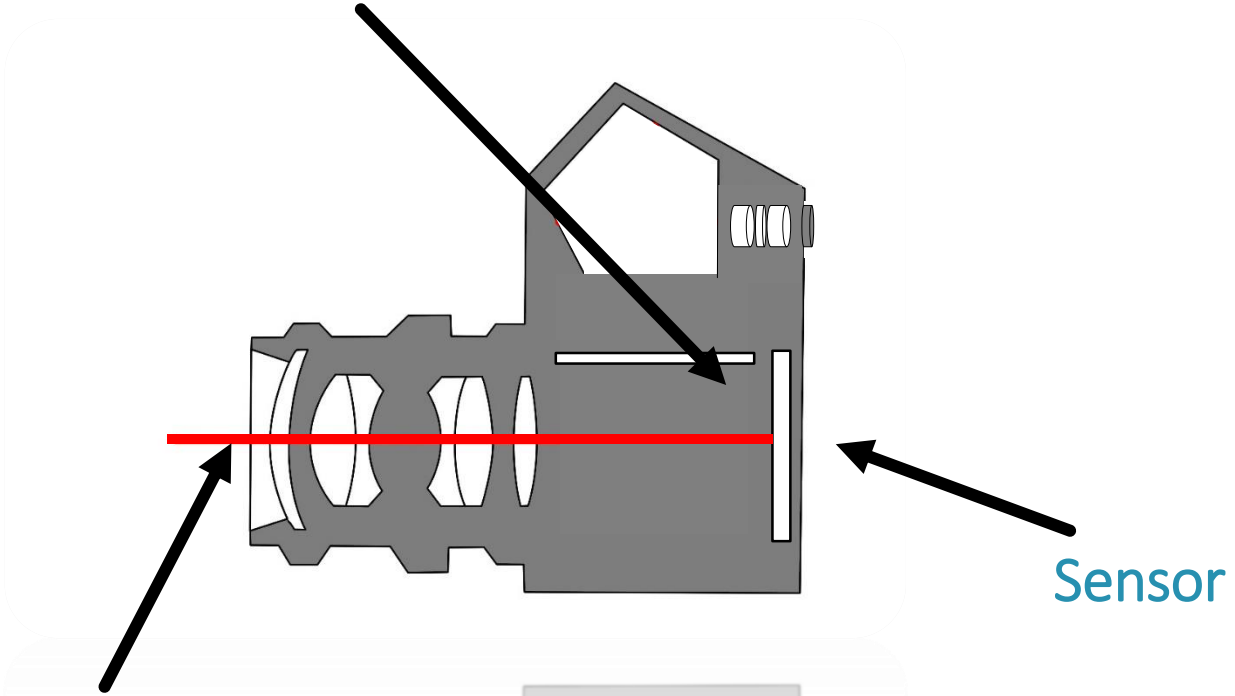
DSLR – Digital Single Lens Reflex

- Interchangeable lenses
- Full manual control
- High Image Quality
- Huge range of accessories available
- Require Technical knowledge for optimal use



Digital Single Lens Reflex

Mirror in up position



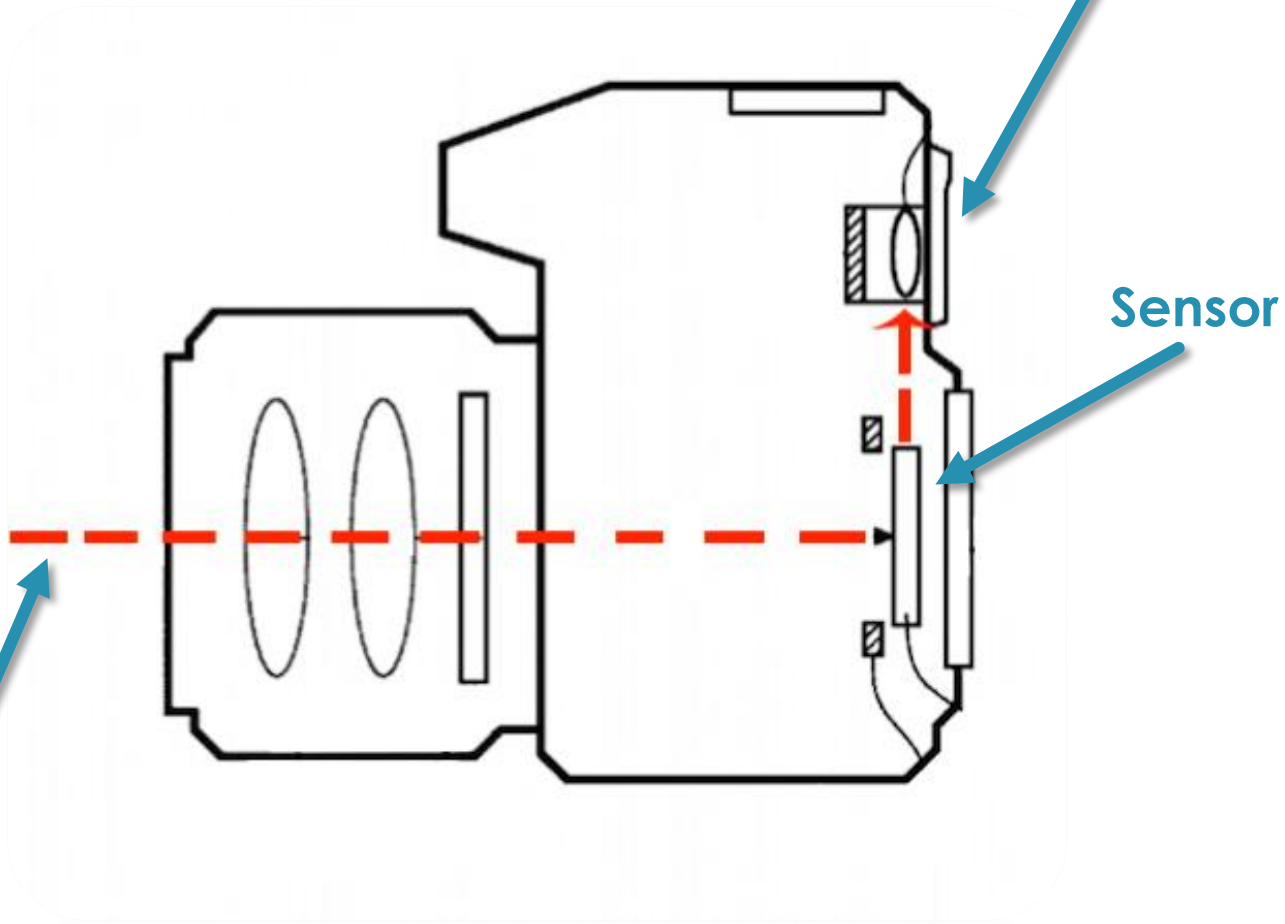
Digital Single Lens Reflex

Mirrorless cameras

- Interchangeable lenses
- Full manual control
- Much smaller and lighter then DSLR
- Lots of Features
- Require Technical knowledge for optimal use

Bridge Cameras

- Easy to use
- Some allow full manual control
- Very powerful zoom ranges
- No ability to change lenses
- Smaller image sensor



Bridge Camera/Mirrorless – Electronic Viewfinder (EVF)

Medium Format Cameras

- Interchangeable lenses
- Full manual control
- Large imaging sensor
- Incredible image quality
- Very expensive
- Requires Technical knowledge for optimal use

Smart Phones

- Simple to use
- Lots of photography apps available
- Instant sharing
- Limited control
- Small imaging sensor

Any Camera can take a great photo, you just have to know how to use it!

Lesson 1 Summary

- How exposure works
- Camera Types
- Congratulations you have just laid the foundations
- Attend all of the lessons live to ask Questions in real time and benefit the most
- We're here to help, so contact us anytime!

  Photography@shawcademy.com

shawacademy

Your Next Lesson

Lesson 2

- The next session is “Demystifying Camera Functions + Lens Types”
  - Learning all about the camera functions
  - Gaining an understanding of all the various lens types
  - Exploring how the camera see’s Vs. human vision

- Attend all of the lessons LIVE and your knowledge will grow

- Shaw Academy 12 Month Membership Prize during Lesson 3

Enhance Your Learning Experience

Course Tool Kit

- Exclusive Starter Pack
- Webinar Slides for every lesson
- Summary Notes for every lesson
- Course Specific Bonus Videos

@shawacademy

https://www.facebook.com/shawacademy

ENGAGE ON SOCIAL MEDIA

shawacademy

SHARE

To Get A Bonus Video

We Want To Give You TIPS, TRICKS, CHEATS, SHORTCUTS AND EVEN MORE SKILLS

We Want To Reward You For Being Great

Get Skilled. Get Ahead

Weekly Challenge

www.facebook.com/shawacademy @shawacademy

QUESTION TIME

See you back for LESSON 2

Demystifying Camera Functions + Lens Types