

STELLENBOSCHACADEMY
OF DESIGN & PHOTOGRAPHY

HIGHER CERTIFICATE

1
YEAR

IN Commercial Photography

FULL TIME

NQF
5

say HELLO!

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**All the images used are student work.*

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Stellenbosch Academy of Design and Photography (Pty) Ltd (RegNo2002/007246/007) t/a
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THE COURSE

The Higher Certificate in Commercial Photography is a one-year programme that gives learners a solid foundation in photographic concepts, technique, and practice.

The support subjects, Graphic Design and Professional Photography, are complementary and compulsory subjects which add immense value to the skill set required for professional photographers in the industry giving graduates the knowledge and confidence to build successful careers as commercial photographers.

A variety of genres are covered throughout the year: documentary; advertising; portraiture; landscape; interior and exterior architecture; food, product; fine art; fashion; travel and social photography and more are covered over the full year. By the end of the course students can expect to understand the conceptual; aesthetic and practical elements of all aspects of commercial photography; learn how to use a camera, process photographs with an eye for the overall composition and design and be able to work as a professional photographer operating in a variety of settings.

SUBJECTS

01

TECHNICAL THEORY OF PHOTOGRAPHY

This covers the technical and theoretical foundations of digital photography. Course content includes: camera functions & controls; lighting, exposure; composition; colour and black and white; technical requirements appropriate for shooting all genres of photography.

Covers the various genres of photography as well as a specialised portfolio in a genre of the student's choice. Technical theory and Digital Media courses support the students' capacity to engage in image making within Applied Photography. During the year's course, students are introduced to many genres of photography.

APPLIED PHOTOGRAPHY

DIGITAL MEDIA

This subject covers a range of techniques used from camera skills to processing images in post-production. Both Photoshop and Light room are used extensively.

03

This subject enables students to interpret and analyse images relating to all the genres covered in Applied Photography. Exposure to and discourse around various genres of images in a variety of settings, whether landscape, architecture or fashion, promote a vibrant sense of visual literacy and build a core competence for commercial photographers.

VISUAL LITERACY

PROFESSIONAL PHOTOGRAPHY

This subject covers all aspects of the business of photography and image copyright: setting up a photographic business; managing of images, marketing, finance which all supports a freelance photographer to operate as an entrepreneur or otherwise what to expect of a photographer in various workplaces as an image maker and within post production jobs.

Introduction to Design principles and practice to create photographic business collateral, including collateral, including Illustrator and InDesign training.

GRAPHIC DESIGN

06

