

Commercial Photography, Part 1: Planning and Gear

page 1

Meet the expert: Our Creative Design courses are presented by experts from Wiley Publishing. Wiley is a global provider of knowledge and knowledge-enabled services that improve outcomes in areas of research, professional practice, and education. They are the publisher of award-winning journals, encyclopedias, books, and online products and services.

Prerequisites: This course assumes some familiarity with the workings of a DSLR and an understanding of camera terms. There are 3 courses in this learning series, Commercial Photography: Planning, Gear and Lighting; Commercial Photography: Lights, Location & Photos; and Commercial Photography: Photoshop, Retouch & Scrim. Please take the courses in the listed order if you are new to the material.

Runtime: 01:14:10

Course description: So you have the camera and you are looking to work as a photographer, in this 3 part learning series Kevin Kubota will give you the low down on what it takes for Commercial Photography. First you will see the planning involved, with items like locations and gear. Then you work with different lighting sources, and locations. Then Kevin will show you what you need to know for Pre-Editing, and Choosing Photos. You'll next see how lighting can be changed in editing, how to use Photoshop for retouches and then to close the course Kevin will show you how to build an inexpensive Scrim.

Course outline:

Planning

- Introduction
- Introduction
- Ideation
- Planning
- Location Scouting
- Getting Models
- Assistants
- Gear Preparation
- Summary

Gear

- Introduction
- Gear Overview
- Lighting Kit
- Camera Bag
- Light Panels
- Basic Lighting Kit
- Metering Light
- Summary

Lighting

- Introduction
- Essential Lighting Skills
- Light Distance
- Lighting Styles
- Using White Walls
- Medium Diffuse Lighting
- Direct Lighting
- Summary