

# Photography & Fashion, *When Photography Meets Fashion*

This unique course brings together the key concepts of both photography and fashion to provide students with introductory knowledge and skills in fashion photography. Emphasizing both technical photography skills and fashion industry insight, this course gives the student a well rounded understanding of the business of fashion and the role of the fashion photographer within the industry. To provide the student a real 'insider' perspective, this course also includes interactions with established fashion photographers, fashion designers, fashion magazines and modeling agencies.

**Offered by:** Istituto Italiano di Fotografia (IIF) & Istituto di Moda Burgo (IMB)

**Location:** Milan, Italy

- Istituto Italiano di Fotografia, via E.Caviglia 3, Milan [www.istitutoitalianodifotografia.it](http://www.istitutoitalianodifotografia.it)
- Istituto di Moda Burgo, Piazza San Babila 5, Milan [www.imb.it](http://www.imb.it)

**Dates:** 2-13 July 2012

**Frequency:** 2 weeks, 5 days per week (Monday-Friday)

**Hours of Instruction:**

- 60 hours in total (each day of instruction consists of morning and afternoon sessions)
- Morning session hours: 10:00-13:00
- Afternoon session hours: 14:00-17:00

**Language of Instruction:** English (there will also be a native English speaking tutor present during lessons)

**Topics:**

- Understand the key concepts and styles of Fashion Photography
- Learn lighting and exposure used in Fashion, including studio and natural (on location) lighting
- Learn shooting techniques and management of a fashion shoot
- Conduct a Fashion Shoot in studio and on location
- Learn about fashion styles and trends
- Learn about hair and make-up for fashion
- Learn about fashion collections, the structuring, timing and themes
- Learn about brand charter and what this means for the photographer
- Learn about products and fabrics
- Learn about model casting for a fashion shoot
- Interact with established fashion photographers and fashion designers
- Visits to a design house, modeling agency, fashion magazine and gallery

# S U M M E R S E S S I O N

# 2012

SCHOOL

**Cost of Course:** €1400 (IVA tax included)

**Pre-requisites:**

- Basic knowledge of photographic technique and ability to use camera manually (e.g. knowledge of aperture, time, composition, etc)

**Required Equipment:**

- Digital SLR Camera
- Memory Card compatible with your digital camera
- Battery compatible with your digital camera + battery charger (and adapter to European power source if coming from outside of Italy)
- Optional: USB Key or external hard drive to facilitate file transfer

**How to Enroll:**

- Complete the Enrollment form online
- Provide a copy of your passport
- Pay the course fee of €1400 by 25 May 2012

**Number of Participants:**

The minimum number of participants for the course to initiate is 7 people. We will confirm by 31 May 2012 the initiation status of the course with those who have enrolled so that travel arrangements can be made. In the event the the course does not initiate, enrollment fees will be 100% refunded.

**Cancellations:**

Students may cancel their enrollment to the course at any time. Enrollment fees paid are non refundable. Upon cancellation, the amount refunded to the student will depend on when the student cancels. Refunds given upon cancellation are as follows:

- Cancel by 27 April 2012, student receives 100% refund (not including enrollment fee)
- Cancel by 03 June 2012, student receives 50% refund (not including enrollment fee)
- Cancel by 04 June 2012 or after, no refund is given to student

**Modes and Options for Payment:**

- **Modes of payment:** cash, check, credit card, or bank transfer (see enrollment form for details on bank transfer and credit card payment)
- **Enrollment fee:** €300 due within one month of enrollment (The enrollment fee guarantees you a place on the course and is non-refundable).
- **Options for payment:** **Option 1:** single payment of €1400 on or before 25 May 2012  
**Option 2:** two payments, paying the full amount by 25 May 2012
  - pay initial enrollment fee of €300 prior to 25 May 2012 (and within one month of completing the enrollment form)
  - pay remaining €1100 by 25 May 2012

**Contact:**

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# SUMMER SESSION

SCHOOL

 ISTITUTO ITALIANO DI FOTOGRAFIA  
SCHOOL PRODUCTION ART Side

Istituto Italiano di Fotografia is a multifunctional school, a highly innovative and experimental space. It is discovery, research, and expression.

The school was born aiming to provide a solid preparation, the development of sensitivity, a contemporary photographic language able to cross cultures, frontiers, and markets. It is continuously in search of talent. It is a never-ending will to let yourself be seduced, to astonish, to amaze, to be touched and reached by an image. It is an opportunity to discover a new language and to wise up to new horizons.

IIF divides into:

## SCHOOL

Complete and modern preparation since 1992.

Day courses:	Upper Professional Course
Evening courses:	Full Full Advanced Light Open
Topic Session:	Reportage Photoediting Photoshop
IIF in English:	International department with courses in English: Intensive Professional Course Photography & Fashion Fashion Show Photography

## ART Side

Exhibitions, project books, performance and meetings promoted by IIF.

## PRODUCTION

A photographic agency specialized in the production of images for institutional or product communication to promote the photographer's personal style.

### Istituto Italiano di Fotografia

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[www.istitutoitalianodifotografia.it](http://www.istitutoitalianodifotografia.it)



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srl

Profoto equipment distributed in Italy by Grange Srl.

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# 2012

SCHOOL



Istituto di Moda Burgo was founded in Milan in 1961, by publisher Fernando Burgo, who is the school's director still today. It was formed with the objective of combining his passion for fashion with the idea of creating a college that would become a point of reference in the sector.

#### **The objectives of the Istituto di Moda Burgo are:**

- To provide a training in specific areas of fashion, such as Styling, Pattern Making and Fashion Design, imparting all-round skills and preparing professionals capable of competing at an international level.
- The development of an effective, specific teaching method in order to optimize its students' knowledge and learning.
- To establish an extensive network, with partnerships between Istituto di Moda Burgo and other Institutes all over the world

#### **Techniques and tools**

- Highly qualified teachers, specialists in their fields, constantly updated, and in close contact with the world fashion system.
- Innovative, simple, and periodically updated teaching techniques, individual lessons
- Advanced technical course material and textbooks, a fundamental source of reference for both beginners and experts in the field.

“INDIVIDUALITY”: this is our key word. Our founder developed a teaching method designed to enhance each student's individual capabilities. The carefully-planned programmes include all the specialist areas of fashion. Lessons are based on individual tuition (except for theory classes) which enables our students to learn quickly and optimize their time.

#### **Istituto di Moda Burgo**

Piazza San Babila 5, Milano

[imb@imb.it](mailto:imb@imb.it)

[www.fashionsummercourse.com](http://www.fashionsummercourse.com)