

**Introduction to Fashion Photography**  
**(developed in collaboration with FORMA – International Centre for Photography)**  
**Summer Term, July 5<sup>th</sup> – July 16<sup>th</sup>, 2010**  
**Tentative schedule**

**Course Coordinator:** Tania Giancesin

**Project Leader:** FORMA

**Professor:** Patrizia Benincà

1° week Friday free

day	time	date	professor	h.	lesson-subject
Monday	10:00-11:00	05.07.10	NABA Staff	1	Welcome and Orientation
	11:00-13:00		Patrizia Benincà	2	First day will be focused on the ability skills of the students and their camera equipments
	13:00-14:00		break		
	14:00-17:00		Patrizia Benincà	3	Camera controls and operations
Tuesday	10:00-13:00	06.07.10	Patrizia Benincà	3	Basic lightings
	13:00-14:00		break		
	14:00-16:00		Patrizia Benincà	2	First step for the right exposition
Wednesday	10:00-13:00	07.07.10	Patrizia Benincà	3	Taking inspiration from top magazines
	13:00-14:00		break		
	14:00-16:00		Patrizia Benincà	2	Objectives: Find and compare sources of inspiration
Thursday	10:00-13:00	08.07.10	Patrizia Benincà	3	Shooting realized with natural light on open location , could be school or the area around NABA
	13:00-14:00		break		
	14:00-16:00		Patrizia Benincà	2	Finalizing the shoot and comment about the work done

2° week

day	time	date	professor	h.	lesson-subject
Monday	10:00-13:00	12.07.10	Patrizia Benincà	3	Develop the street fashion culture and shooting related, in collaboration with NABA fashion designer
	13:00-14:00		break		
	14:00-16:00		Patrizia Benincà	2	Develop the street fashion culture and shooting related, in collaboration with NABA fashion designer
Tuesday	10:00-13:00	13.07.10	Patrizia Benincà	3	Shooting outside of Milan, realization of a street style editorial
	13:00-14:00		break		
	14:00-16:00		Patrizia Benincà	2	Shooting outside of Milan, realization of a street style editorial
Wednesday	10:00-13:00	14.07.10	Patrizia Benincà	3	Styles of presentation of different kinds of portfolio
	13:00-14:00		break		
	14:00-16:00		Patrizia Benincà	2	Choose of the image taken, and comments
Thursday	10:00-13:00	15.07.10	Patrizia Benincà	3	Editing the images , the use of Photoshop
	13:00-14:00		break		
	14:00-16:00		TBD	2	VP
Friday	10:00-13:00	16.07.10	Patrizia Benincà	3	Style of presentation
	13:00-14:00		break		
	14:00-16:00		Patrizia Benincà	2	<b>Final Presentation</b>