

THE PARAMOUNT WEDDING PHOTOGRAPHY WORKSHOP
Course Outline

TIME	TOPIC
10:00am	Arrival & Greetings
Section 1: Posing	
10:00-10:15	a. Presentation on basic posing techniques
10:15-11:00	b. Practice shooting with different posing techniques
Section 2: Lighting	
11:00-12:00	a. Presentation on different forms of lighting <ul style="list-style-type: none"> a. Soft/ harsh lighting b. Soft boxes, umbrellas, direct flash, bounced flash, diffused flash, etc. c. Types of lighting <ul style="list-style-type: none"> i. Loop ii. Rembrandt iii. Rim iv. Silhouette v. Hair vi. Fill vii. Key d. Using lighting to direct the eye e. Metering & exposure
12:00-1:00	LUNCH (on your own)
1:00-3:00	b. Practice shooting using different forms of lighting discussed
Section 3: Composition	
3:00-3:30	Presentation on composition <ul style="list-style-type: none"> a. Focal Point b. What is flow & how it affects your work c. Continuity d. Basics of composition <ul style="list-style-type: none"> i. Rule of 1/3s ii. Centering iii. Weight iv. Grounds e. Framing f. Triangular Theory
3:30-5:15	Practice Shooting using info all previous sections
5:15-5:30	BREAK
5:30-6:30	Basic Processing Tips: <ul style="list-style-type: none"> a. Projected before and after shots b. Smudge Painting Tutorial c. Masks, color, sharpening, B&W conversions

Section 4: Business & Marketing Strategy	
6:30-7:30	Business Side: <ol style="list-style-type: none"> a. Power of marketing pieces b. Importance of location shooting c. Making money from location shooting d. Common challenges of location shooting e. Presentation of proofs & purchasing options f. Making money with packages g. Online proofing - friend or foe?
7:30-8:30	Bonus, "Secrets from Inside the Bridal Shop" <ol style="list-style-type: none"> a. What brides expect b. What brides know – and what they need to know c. Pricing expectations d. Priorities
9:00pm	Dismissal