



Consulting and Training | Reach New Heights

Course Name

Photography & Videography Masterclass Training

Sector Name

Information Technology

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Photography & Videography Masterclass Training

Course Introduction

Photography and videography are essential skills in today's digital-first world, supporting marketing, storytelling, and creative expression.

This training program equips participants with the effective foundations of capturing, editing, and producing high-quality images and videos.

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Target Audience

- ✓ Aspiring photographers and videographers seeking to establish a strong foundation in shooting and editing.
- ✓ Creative professionals such as designers, content creators, and social media managers who want to enhance their visual storytelling capabilities.
- ✓ Marketing and communication specialists aiming to produce high-quality visual content for campaigns and branding.
- ✓ Professionals in media, advertising, and film industries looking to refine their technical and creative skills.
- ✓ Corporate teams seeking to improve in-house content creation capabilities for training, promotion, or documentation purposes.

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Learning Objectives

- ✓ Understand the principles of photography and videography.
- ✓ Operate cameras and equipment with confidence.
- ✓ Apply composition, lighting, and framing techniques.
- ✓ Capture high-quality stills and videos in different settings.
- ✓ Manage post-production basics including editing and exporting.
- ✓ Create visual content suitable for digital platforms and marketing campaigns.

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Course Outline

✓ DAY 01

Fundamentals of Photography & Videography

- ✓ Introduction to photography and videography concepts.
- ✓ Types of cameras.
- ✓ Understanding image sensors and resolution.
- ✓ Exploring Camera settings.
- ✓ Understanding frame rates in video capture.
- ✓ White balance and color theory in visuals.
- ✓ File formats for photo and video (RAW, JPEG, MP4).
- ✓ Introduction to lenses and their applications.
- ✓ Basics of equipment care and maintenance.

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Course Outline

✓ Day 02

Composition and Framing Techniques

- ✓ Rule of thirds and golden ratio.
- ✓ Symmetry, balance, and leading lines in visuals.
- ✓ Depth of field in photography and video.
- ✓ Camera angles and perspectives.
- ✓ Close-up, wide, and medium shots.
- ✓ Visual storytelling through composition.
- ✓ Framing for portraits vs. landscapes.
- ✓ Capturing movement in stills and videos.
- ✓ Understanding aspect ratios (16:9, 4:3, square).

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Course Outline

✓ Day 03

Exploring the Lighting world

- ✓ Natural light vs. artificial light.
- ✓ Three-point lighting setup for video.
- ✓ Using reflectors and diffusers effectively.
- ✓ Hard light vs. soft light.
- ✓ Controlling shadows for creative effects.
- ✓ Indoor vs. outdoor lighting challenges.
- ✓ Understanding the exposure triangle with lighting.
- ✓ Color temperature and white balance adjustments.
- ✓ Lighting for mood and storytelling.

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Course Outline

✓ Day 04

Sound and Post-Production

- ✓ Importance of sound in videography.
- ✓ Types of microphones and their uses.
- ✓ Capturing clean audio in different environments.
- ✓ Introduction to editing software.
- ✓ File organization and workflow management.
- ✓ Basic color correction and grading.
- ✓ Adding transitions and effects in videos.
- ✓ Exporting files in different formats.
- ✓ Common mistakes to avoid in post-production.

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Course Outline

✓ Day 05

Content Creation and Industry Applications

- ✓ Photography in marketing and advertising.
- ✓ Videography for social media platforms.
- ✓ Branding through visual content.
- ✓ Creating storyboards for video projects.
- ✓ Understanding copyright and licensing for media.
- ✓ Trends in visual storytelling.
- ✓ Evaluating the quality of photos and videos.
- ✓ Integrating visuals into campaigns and presentations.

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Confirmed Sessions

FROM	TO	DURATION	FEES	LOCATION
Nov. 9, 2026	Nov. 13, 2026	5 days	4950.00 \$	Spain , Barcelona
March 15, 2027	March 19, 2027	5 days	4250.00 \$	UAE , Dubai
Oct. 4, 2027	Oct. 8, 2027	5 days	4250.00 \$	UAE , Abu Dhabi
Jan. 31, 2027	Feb. 4, 2027	5 days	4250.00 \$	KSA , Riyadh
Oct. 10, 2027	Oct. 14, 2027	5 days	4250.00 \$	KSA , Riyadh

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