



Pre-Requisites:  
Basic Photography or  
Equivalent

Instructor:  
Len Grinke

## Portraiture Framework: Shooting for Successful Sales

### Course Objectives:

Consumers of professional photography services are re-discovering classic portraiture.... And it is back as a trend better than ever. This program will empower you to integrate traditional portrait techniques into your own style and create your own brand of portrait photography. Whether on location or in the studio, the photographic skills learned in this program will enable you to consistently deliver a professional, expressive and technically strong product that is eminently sellable.

### Course Outline:

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| Week 1 | Assessment and fundamentals - Lecture and demo<br>Students will be given a pre-test to ensure the appropriate depth and pace of the program<br>Fundamentals and review will include an introduction of the essentials for classic studio portraiture.               |
| 2      | Lighting concepts – Lecture and Demo<br>Background selection<br>Lighting patterns<br>Angles of the face: profile, ¾ profile, modified, front<br>Using the tools                                                                                                     |
| 3      | Posing concepts – Lecture and Demo<br>Discussion of traditional posing guidelines<br>Lens selection<br>Composition<br>Combining lighting techniques and posing to get the results you want                                                                          |
| 4      | Working with Lighting and posing – In Studio<br>Students work in pairs using the techniques in the previous lessons                                                                                                                                                 |
| 5      | Posing Concepts – Group Discussion, Lecture and Demo<br>Review and critique of student images taken the previous week<br>Techniques for working with groups<br>Group posing                                                                                         |
| 6      | Taking it on location – Lecture and demo (possible field trip)<br>What changes when you move into the environment?<br>Location scouting, what you looking for<br>How to achieve classic lighting styles when you are outside<br>Using a window as the light source. |
| 7      | Location session – field trip<br>Students apply what they have learned to create portraits on location.                                                                                                                                                             |
| 8      | Portrait Planning – Group discussion<br>Review and critique of student images taken previous week<br>Creating a plan for a portrait session<br>Working with client to get the best image possible                                                                   |
| 9      | Production work flow – Lecture and demo<br>Facts & fiction<br>What to do after capture<br>Selling – some fundamentals<br>Practice                                                                                                                                   |
| 10     | Teach back & Celebration – Student-led session                                                                                                                                                                                                                      |

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