

PHOTOGRAPHY WORKSHOPS

STARTING SOON!



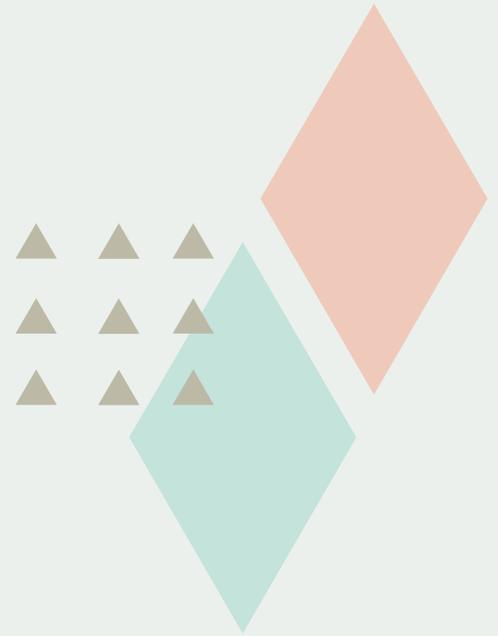
LEARN PHOTOGRAPHY

MAGICEYE
WWW.MAGICEYEDESIGN.COM

5 WORKSHOPS

X 2 HOUR'S EACH

OF HANDS ON
SHOOTING &
LEARNING
IN NORTHERN
IRELAND'S
FINEST
PROFESSIONAL
STUDIO.



1 STUDIO LIGHTING

4

PRODUCT PHOTOGRAPHY

2 FASHION SHOOT

5

PHOTOSHOP, BUSINESS SKILLS

3 PORTRAITURE

AND MUCH MORE

This preliminary guide is just to give you an idea of the coaching model. We aim to cover theoretical knowledge and then translate that knowledge into practical experience. The workshops also help amateur photographers get a head start by being able to build an impressive portfolio along the way.

Lets start with the type of cameras

Compact Cameras

Also known as a point-and-shoot camera. A compact camera is an inexpensive entry-level camera for the amateur digital photographer.

These cameras are small and lightweight. They usually come with standard, automatic settings. They tend to be smaller as they don't have an optical viewfinder. They are the most user friendly of the camera options. You frame your subject and press the button. The camera does all the work. It assesses the scene and determines a correct exposure. Compact cameras have a built-in flash and a zoom lens. They also come with an LCD screen. You can view your scene before pressing the button to take the picture. Many of these cameras even have some manual functions. These allow you to have more control over your photography. But these cameras are all about ease of use. They won't give you control over every camera setting. Some models also offer the ability to change lenses. The downside of compact cameras is that they have a very small sensor. It doesn't allow for great picture quality or printing large images. Compact cameras are great for the hobbyist starting out. But they are not suitable for professional use.

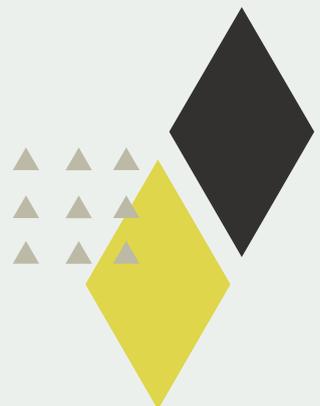
Compact Zoom Camera

Compact zoom cameras have a more powerful zoom lens. This means a much greater magnification ability. They offer automatic exposure settings as well. But most also offer manual options and HD recording. They do not offer interchangeable lenses. This is due to the nature of the enhanced zoom function. The zoom ranges from 28-300mm. As with other compact cameras, they are not suitable for professional use.

"It is the Photographer and not the camera, that is the instrument."

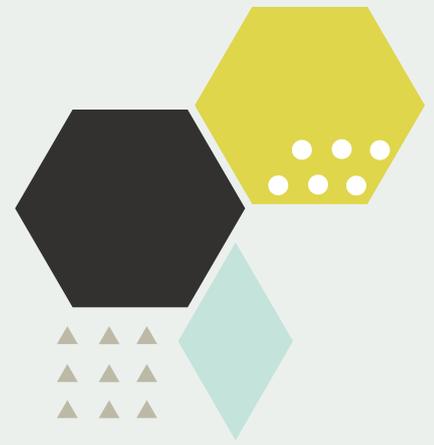
Advanced Compact Cameras

These are for the more experienced hobbyists. They want more control over their photos than what a regular compact camera provides. Advanced compact cameras come with manual exposure mode and manual focusing. These features put these a cut above regular compact camera. But these cameras are still lightweight and user-friendly. They will allow you to take higher-resolution pictures than your smartphone can provide. But they're still small and compact. This makes them an easy walk-around solution for many shooting situations.



Adventure Cameras

Action cameras have become very popular lately, and more and more models are coming out. They are similar in many respects to compact cameras. But they have the bells and whistles that allow them to withstand extreme conditions. They are weatherproof and shockproof, with their lens behind very durable glass. Action cameras are very small yet offer a lot of versatility and high resolution for their size. As with other compact cameras, they are not suitable for professional use. This is due to its small sensor. They also don't come with interchangeable lenses. They may also lack an optical viewfinder or even an electronic viewfinder.



DSLRs – Digital Single Lens Reflex

Digital SLRs are for serious amateurs and professionals alike. These are larger and heavier than compact cameras. Most professional cameras out there are DSLRs, even though bridge cameras and mirrorless are gaining in popularity too. Their design and function come from film cameras. The higher-end models have a full-frame sensor. This is also inspired by the traditional 35mm film camera. Many come with a cropped-sensor. This is cheaper for camera manufacturers to make. And it allows DSLRs to be accessible to a wide variety of consumers.

The lenses are interchangeable on these cameras. How they behave will depend on whether the camera you choose has a cropped sensor or a full-frame sensor. The lenses for these cameras range in quality. Most manufacturers offer a line for amateur photographers. And then a much more expensive line aimed at professional photographers. An example here is Canon's L-series.

DSLRs also offer a variety of manual settings and creative controls. You can take images in Automatic mode. But these cameras offer Shutter Priority, Aperture Priority, and Manual mode as well. The benefit is that they have an optical viewfinder. They come in a range of sensor sizes, some being APS-C while others are full-frame. Shutter speeds can reach faster ranges and have a better low-light capability.





“The single most important component of a camera is the twelve inches behind it.” Ansel Adams

Mirrorless Cameras

They say that mirrorless cameras are the wave of the future. They offer most of the features of a DSLR camera. But they are smaller, lighter. The name “mirrorless” is from the lack of an internal mirror that reflects light onto the sensor. The light that comes in through the lens goes straight to the sensor. This then transmits the information it captures on to the LCD screen. The new mirrorless cameras are a powerful alternative to the DSLR. They tend to use an electronic viewfinder rather than an optical viewfinder. In fact, many professional photographers are switching over to mirrorless cameras. Or they’re using them as an alternative to their usual DSLRs, such as while traveling.



They are versatile, high-performance cameras. They will allow you a lot of control over your results. You can change lenses on these cameras, and they have a ton of features for creative control. Some models offer facial recognition and have focus points in every part of the frame. This is excellent for event or wedding photography. Most offer high resolution and video, and WIFI capability. This latter allows you to remotely control your camera. You can use your smart device from a distance.

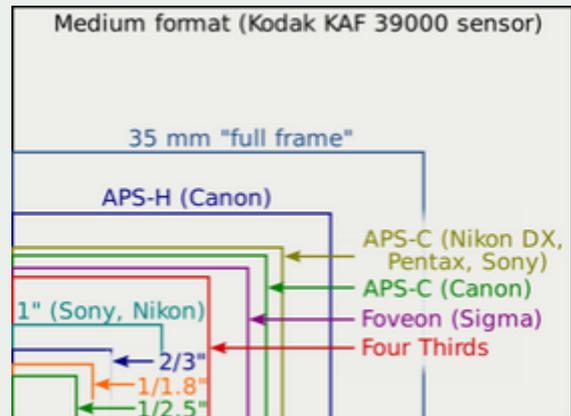
The new mirrorless cameras are now capable of capturing incredible, high-resolution images. They are comparable to some of the best DSLRs out there at a lower price point.

Medium Format Camera Types

It’s out of the average person’s price range. And it’s unnecessary for most shooting situations. But the medium format camera bears mentioning. Medium format refers to the 120-size film format used in the Hasselblad V system film cameras. Hasselblad are the leading manufacturer of this type of camera system. Medium-format is a camera with a larger sensor than a full-frame DSLR. It is common in certain types of advertising work where very high resolutions are the norm.

These cameras offer amazing resolution. But they have less sophisticated auto focusing systems and burst modes. Thus, they are not suitable for every genre of photography. The other downside is that the price tag for this type of cameras is exorbitant.

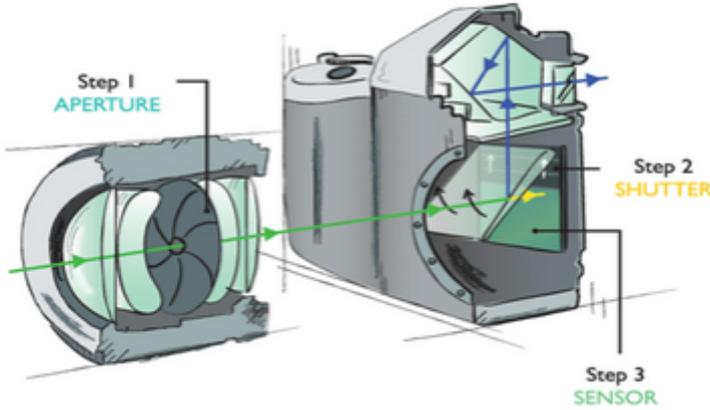
Even most pros rent them rather than buy their own.



HOW CAMERAS WORK

3 SIMPLE STEPS

HOW CAMERAS WORK | In 3 Simple Steps



Step 2: Shutter Speed

The mirror flips up and the shutter opens, recording the light present onto the sensor (or film). The speed at which this happens determines the exposure length as well as the amount of motion blur.



Slow Shutter =
More Light, Captures Motion



Fast Shutter =
Less Light, Freezes Motion



Step 3: ISO

The sensor captures the light and is controlled by the ISO. The higher you set the ISO, the more sensitive this will be but it'll also capture more digital noise.



Low ISO =
Less Sensitive, Less Noise

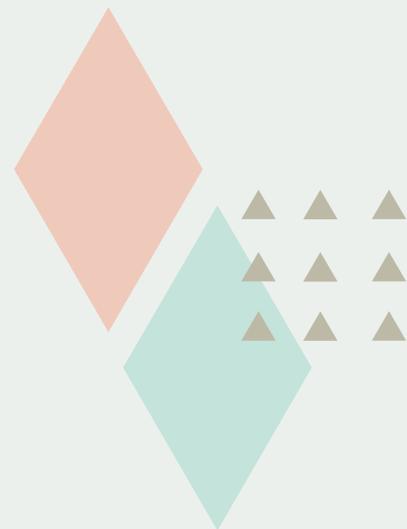
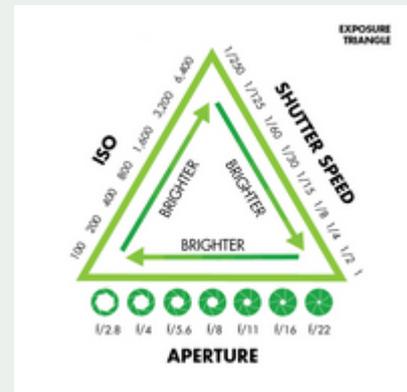


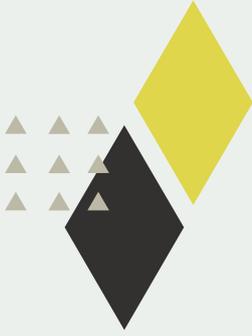
High ISO =
More Sensitive, More Noise



Exposure

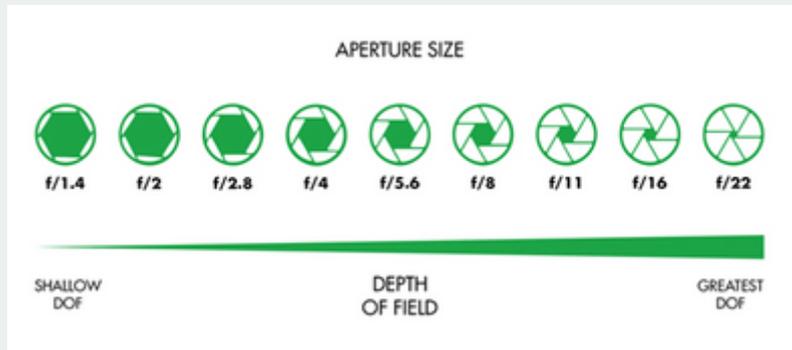
For those beginning photography, exposure is key to capturing a great image. Learning how exposure works will help you to take control of your camera and take better photos. Aperture, shutter speed, ISO are the elements that combine to create an exposure. As you'll soon learn, these elements influence more than just the exposure. They also cause alterations in depth of field, motion blur, and digital noise. Once you understand how each one works, you can start diving into manual mode. This is where you take control back from your camera. The exposure triangle is a great way to remember the three settings. When combined, they control the amount of light captured from any given scene. This will help you to understand that changing one setting will necessitate a change in the others.





Exposure

For those beginning photography, exposure is key to capturing a great image. Learning how exposure works will help you to take control of your camera and take better photos. Aperture, shutter speed, ISO are the elements that combine to create an exposure. As you'll soon learn, these elements influence more than just the exposure. They also cause alterations in depth of field, motion blur, and digital noise. Once you understand how each one works, you can start diving into manual mode. This is where you take control back from your camera. The exposure triangle is a great way to remember the three settings. When combined, they control the amount of light captured from any given scene. This will help you to understand that changing one setting will necessitate a change in the others.



Shutter Speed

Once the light has passed through the aperture of the lens, it reaches the shutter. Now you need to decide how much of that light you're going to allow into the camera. Ordinarily, you only want a very small fraction of a second (for example 1/250) to prevent motion blur. However, different shutter speeds complement different situations. Anything from fast (1/4000) for sports photography to really slow (30 seconds) for night photography. It all depends on what you're shooting and how much light you have available to you. Knowing how your shutter speed works is a key element in the basics of photography.

ISO

ISO simply stands for the International Organization of Standardization, which is the main governing body that standardizes sensitivity ratings for camera sensors (among many other things). Once the light has passed through the aperture and been filtered by the shutter speed, it reaches the sensor. This is where we decide how to set the ISO. As you turn the ISO number up, you increase the exposure. But, at the same time, the image quality decreases. There will be more digital noise or "grain". So, you must decide upon your priorities in terms of exposure vs grain.



**NOW THAT YOU
HAVE THE
MOMENTUM!**

BOOK YOUR PLACE NOW
AT THE FINEST
PROFESSIONAL
PHOTOGRAPHY STUDIO
IN NORTHERN IRELAND



and you will learn.

LIMITED
SPACES
AVAILABLE
ON FIRST
CUM FIRST
BASIS!

TO BOOK,
PLEASE
COMPLETE
THE FORM ON
OUR
WEBSITE.

[WWW.MAGICEYEDESIGN.COM/
LEARNPHOTOGRAPHY](http://WWW.MAGICEYEDESIGN.COM/LEARNPHOTOGRAPHY)

Metering modes

Using a light meter

Shooting modes

White balance

Polarising filters

Composition of shots

Rule of Thirds

Types of lenses

Shooting in Raw and post shoot
processing

Key Light, fill light, hair
light, back light

Portraits

Posing

Understanding client brief

Pricing for a project

Arranging a photo shoot

Casting call

Creative shooting concepts

Props

Photoshop / Post processing

Graphic design