



the
MediaWorkshop
FILM & TELEVISION SCHOOL

Photography Essentials for Social Media Content Producers

Course Overview

Photography plays a crucial role in creating engaging and visually appealing content for social media platforms. This short course is designed to equip social media content producers with the fundamental photography skills and techniques needed to capture compelling images for their digital channels. From understanding camera settings to composition principles and editing techniques, participants will learn how to create stunning visuals that resonate with their audience on social media.

Course Objectives

1. Understand the importance of photography in social media content production.
2. Learn key photography principles, techniques, and camera settings.
3. Develop proficiency in composition, lighting, and framing for social media photography.
4. Gain insights into editing and enhancing photos using software or mobile apps.
5. Explore strategies for creating cohesive visual aesthetics and brand identity on social media.

Course Outline

Module 1: Introduction to Social Media Photography

- Importance of photography in social media content production
- Overview of different types of social media visuals and their impact

Module 2: Understanding Camera Settings

- Basics of digital cameras: DSLRs, mirrorless cameras, and smartphones
- Overview of camera settings: aperture, shutter speed, ISO, and white balance
- Choosing the right camera settings for different shooting conditions

Module 3: Composition and Framing Techniques

- Principles of composition: rule of thirds, leading lines, symmetry, and balance
- Techniques for framing and framing subjects effectively for social media
- Understanding perspective, angles, and viewpoints in photography

Module 4: Lighting Essentials

- Importance of lighting in photography and its impact on the mood and tone of images
- Natural vs. artificial lighting: techniques for utilizing both effectively
- Tips for controlling and manipulating light for better results



Module 5: Smartphone Photography Tips

- Maximizing the potential of smartphone cameras for social media photography
- Essential smartphone photography techniques: focus, exposure, and HDR
- Must-have photography apps for capturing and editing photos on smartphones

Module 6: Editing and Enhancing Photos

- Introduction to photo editing software and apps (e.g., Adobe Lightroom, Snapseed, VSCO)
- Basic editing techniques: adjusting exposure, contrast, colour, and sharpness
- Enhancing photos with filters, presets, and creative effects

Module 7: Building Visual Consistency and Brand Identity

- Creating a cohesive visual style and aesthetic for social media
- Incorporating brand elements, colours, and themes into photography
- Strategies for maintaining consistency and authenticity in visual content

Module 8: Developing a Photography Workflow

- Organizing and managing photo libraries effectively
- Streamlining the photography workflow: from shooting to editing to publishing
- Tips for scheduling and planning social media posts based on visual content

Delivery Method

- Instructor-led training sessions
- Hands-on practical exercises and photo assignments
- Group critiques and feedback sessions

Duration

- This short course is designed to be delivered over a period of 3 days, with each module spanning approximately 3-4 hours.

Target Audience

- Social media managers, content creators, digital marketers, bloggers, small business owners, or anyone interested in improving their photography skills for social media content production.

Prerequisites

- Participants are expected to have access to a digital camera (DSLR, mirrorless, or smartphone) and basic knowledge of photography concepts.





Assessment and Certification

- Participants will be assessed through practical photo assignments and a final project showcasing their photography skills.
- Upon successful completion of the training, participants will receive a certificate of completion.

Conclusion

By the end of this short course, participants will have gained the essential photography skills and knowledge needed to create captivating and visually stunning images for social media. Whether you're new to photography or looking to enhance your existing skills, this course will provide you with practical techniques and insights to elevate your social media content and engage your audience effectively.

Course fee:

R6000 per person (for groups of between 5 and 9 participants)

R5500 per person (for groups of 10 or more participants)

