MakersAcademy

Product Presentation using Photography and Photoshop

Overview

This course will equip you with the **photography techniques** required to best showcase the product. You will learn how to prepare a lightbox for optimal lighting and how to set up the product to enhance its physical features.

The course also focuses on the basics of **Adobe Photoshop** where you will learn how to work with, and **edit images, layers,** and **filters.**

Features & Benefits

1. Delegates will be taught how to represent their product to clients in various modes. Presentation poster setup using **Adobe Photoshop** and **product photography** using light boxes.
2. Introduction to Adobe Photoshop
3. Graphic Presentation Board Design
4. Product Photography
5. Take full advantage of our new **Hybrid Learning** by attending on campus or virtually. Have all your classes ready to be **downloaded** and **watched**, anytime, anywhere.

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6. Attendees will learn **practical skills** which can be applied in the work environment.
7. The delegates will gain experience in generating appealing presentation posters to market their product and to take marketable photos using the correct **lighting setups** and **light boxes.**

Curriculum

Module 1: Preparing and Photographing your product
In this module learners will be introduced to photography techniques and learn how to prepare a lightbox and how to set up the product to enhance its physical features.
• Lightbox Set up
• Product Preparation, composition and lighting
• Photography techniques and composition

Module 2: Getting Started with Photoshop
This module introduces you to the Photoshop work area and shows you how to open and save your images, zoom in and out, and undo mistakes.
Image copyrights
• Digital images
• The Photoshop environment
• Getting help

Module 3: Change the image size
In this module you will learn how to resize an image, crop and straighten, and add to the image canvas.
• Image resolution
• Image canvas size

Module 4: Working with layers
In this module you will learn how to use layers in the Layers panel, resize the contents of a layer, add images to a layered file, and work with a background layer.
• Creating layers
• Modifying layers
• Using type layers
• Using layer effects

Module 5: Adjust the image quality
In this module you will learn how to enhance the brightness and colour and improve the quality of your images.
• Image modes
• Hue and saturation adjustments
• Levels adjustment

Duration

In Class/Virtual Class, Hybrid Learning

1 Day (08:30 – 16:00) Classes are presented via our **Hybrid Learning** allowing learners the **flexibility** to attend on campus or in the comfort of their home or workplace.

What you get

On completion the learner will earn:

• **Certificate of Completion** from **The Academic Institute of Excellence**

Note: All certificates are electronically issued.

Mode of Delivery

• Full Time

Course Prerequisites

• Delegates should have a working knowledge of basic computer literacy

For more information, please contact a student advisor:
Gauteng: 011 262 5115
info@aie.ac | www.aie.ac

Module 6: Working with image selections
In this module you will learn how to create a selection, work with popular selection tools, and fine-tune the edges of a selection.
- Selection techniques
- Modifying selections

Module 7: Retouch Images
In this module learners will gain an understanding of Photoshop retouching tools.
- Confidently add objects by cloning
- Understand and apply the removal of a large object
- Understand and apply the removal small objects

Module 8: Working with colour
In this module learners will work with basic colour tools.
- Locate and choose a colour
- Apply foreground & background colours
- Locate and work with brushes

Module 9: Add text and Shapes
In this module learners will add custom shapes, add text and edit text.
- Understand and apply the adding of a built-in custom shape
- Locate and confidently add text
- Create a graphic shape
- Understand how to edit text

Module 10: Combine Images
In this module learners will focus on how to combine images to create a design in Photoshop.
- Confidently add an object to an image with a layer mask
- Confidently add texture to an image
- Locate and replace a background using a layer mask

Module 11: Apply Filters
In this module learners work with basic filter options.
- Locate and browse the Filter Gallery
- Blur an image using a Smart Filter

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Outcomes & Skills

Upon completion of this course, learners will have acquired these skills

- Preparing lightbox for product photography
- Setting up the product for composition and lighting
- Photography techniques and composition
- Exploring the Photoshop interface
- Learning basic photoshop commands
- Navigating in photoshop
- Working with layers
- Resizing images
- Editing tools
- Modification tools
- Adding text
- Adjust colour, brightness and contrast
- Applying filters to images