

EXECUTIVE DIPLOMA IN PHOTOGRAPHY

Course Content

The Executive Diploma in Photography further develops the practical skills and knowledge in composing, taking and developing photographs using various techniques. They will be able to develop skills in commercial photography, wedding and fine art photography, fashion photography and photojournalism. This programme will help students to develop a portfolio and learn the latest techniques in preparation for higher learning or seeking employment as a photographer.

Duration

12 to 14 months part time study
(Contact hours: averagely 3 hours per week)

Course Outline

(cont' below)

3.5 - 4 months

**Photography
Fundamentals**
*(equivalent to Career
Certificate in Photography)*

- 1. Introduction to Photography
- 2. History of Photography
- 3. Photography Equipment
- 4. Getting to Know Your DSLR Camera
- 5. Exposure
- 6. Exposure: Shutter Speed
- 7. Exposure: Aperture
- 8. Exposure: ISO/ASA
- 9. Depth of Field
- 10. Metering Modes
- 11. Controlling Exposure
- 12. Controlling Sharpness
- 13. Capturing Light and Color
- 14. Composition
- 15. Flash Photography
- 16. Exploring Special Features
- 17. Common Pitfalls and How to Avoid Them
- 18. Basic Post Production

8 - 10 months

**Advance
Photography**

- 19. Genres of Photography
 - A) Portraiture
 - B) Landscape Photography
 - C) Photo Journalism
 - D) Wedding and Social Event Photography
 - E) Architectural Photography
 - F) Night Photography
- 20. Studio Lighting
- 21. Digital Application
- 22. The Professional Photographer
- 23. Career Preparation
- 24. Exhibition of Student Work

For a more detailed course outline, please contact us at info@alvinleongacademy.com

Student Suitability

A course for anyone who wants to learn more advanced techniques in preparation for a photographic career or to improve their pictures for personal creative satisfaction. A passion for photography and a level of computer proficiency including digital imaging software would be an advantage. Mature applicants are welcome to apply.

Entry Requirement

There are no formal entry requirements. Basic computer skills would be an advantage and essential for students using digital cameras. A suitable digital SLR camera will be needed.

Qualification and Progression

Qualification is by portfolio assessment. This is a professional course leading to an **Open University Malaysia (OUM) Executive Diploma in Photography** suitable for those starting in the photographic industry or for entry to higher level courses.

Course Fees

RM 17,500 Tuition fees &
RM 200 Application fee to be paid during submission of Application

Payment Options

Cash/ Cheque/ 0% Interest Installment Plan*/ EPF Deduction (parents or own)

**please contact us for more details on the payment options*

SPECIAL ATTACHMENT PROGRAMME

Apart from helping you create a portfolio of fantastic photography upon completion of a specific programme at our Academy, we have also put in place attachment programmes with some of the top photography studios in Malaysia. This would be an opportunity for students to gain invaluable first hand experience by having practical training from the specific industry's top professionals.

Some of the studios that we are currently have attachment arrangements with are:

- **[The Professional Gallery, Kuala Lumpur](#)**
(link: <http://www.facebook.com/pages/Kuala-Lumpur-Malaysia/The-Professional-Gallery/85752383660>)
- **[Alvin Leong Photography](#)**
(link: www.alvinleong.com)