

Productivity with your Digital Camera

Programme Overview

Every office or department has access to a digital camera but how many are used to their full potential? This one-day introduction enables delegates to start using a digital camera as an effective communication tool by enhancing presentations and printed materials with good quality, original digital images. This is a practical course with delegates using a variety of cameras, software and presentation tools.

Who Should Attend?

Any member of staff with access to a digital camera who needs to incorporate images into presentations, websites, intranets, newsletters or other publications to increase impact.

Course Objectives

By the end of the course delegates will be able to:

- Understand and apply the basic rules of photography
- Understand how a digital camera differs from traditional camera
- Capture, save and transfer digital photographs using a variety of techniques
- Use image manipulation software to improve the quality of the original image
- Understand the difference between screen and print resolutions and prepare output accordingly
- Work with different file types
- Incorporate digital images to create customised presentations and reports etc.

Course Content

- Introduction to the basic rules and principles of photography:
 - Subject
 - Light
 - Composition
 - Camera settings
- How a digital camera differs from a traditional film camera
- Capturing a digital image – how to avoid the common mistakes which lead to poor photographs
- Uploading a digital image – what are the options?
- Working with the digital image on a PC – the digital darkroom
 - Image manipulation software
 - Cropping and re-sizing digital images
 - File types – JPEG/GIF/TIFF
 - Colour types and basic correction/adjustment
 - Formatting for different end uses – the art of optimising
 - Understanding screen versus print resolutions
 - Creating a photo montage, PowerPoint background, document watermarks etc.
- Incorporating text/logos into original images