



Hi there. Welcome.

This PDF was designed to help you prepare some examples of your work as part of your application for entry to the Diploma course.

When making your application you will need to submit at least three (3) examples of your photography that show your photographic ability.

These images do not need to look professional but we do need to see you have developed some understanding of image capture.

For one of these three pieces, you might choose to go for a photo essay, which is a series of photographs on a common theme.

Submission 1 - using your camera

This first image/photo essay needs to show that you have a basic understanding of the controls and settings of your camera and can use these to capture a successful photo.

Types of camera controls or framing you could use:

- using high shutter speed (short exposure)
- using low shutter speed (long exposure)
- using a particular aperture
- using filters
- exploring tight/loose composition

This must be an original photograph captured by you. What you submit will need to be in the JPEG, JPG, PNG or TIFF format up to a maximum of 5 megabytes in size.

You'll also need to answer two questions about the work. We've provided examples to the right so that you can see what we mean.

Each piece should have a written description detailing:

- what the piece is and how it was taken.
- the concept behind the piece (i.e. the idea).
- what could be improved.

Example of slow speed:



Example of a response to the questions:

Tell us about this piece of work (a min of 40 characters including how and concept)

This photo was taken with a mini tripod on top of a freezer. I used a slow one second shutter speed to show movement behind the counter of the café.

I wanted to create an interesting photo of the café as well as the normal shots of food and coffee. I wanted a shot that might suit the cover of a menu.

What would you do differently if you had another chance? (a min of 10 words)

If I did this photo again I would have the person serving a bit closer to the camera and the person in the background moving towards the camera, maybe carrying a tray.



Submission 2 - seeing and using light

Being aware of light and being able to see the effect that light is having on a scene is one of the most important aspects of photography.

In this example you will need to use light in a different way from submission 1. The lighting conditions must contribute to the overall impact and storytelling of the photo.

These conditions could include the use of:

- Reflectors
- Dedicated flashes
- Professional studio lights
- Diffuser and scrims
- Creative use of location lighting

Once again this must be an original photograph captured by you. What you submit will need to be in the JPEG, JPG, PNG or TIFF format up to a maximum of 5 megabytes in size.

As a suggestion we've provided an example to the right, this should give you an idea of what we are looking for, although of course your image will be quite different.

For this one as well you'll need to answer two questions about the work.

Example of low light:



Example of a response to the questions:

Tell us about this piece of work (a min of 40 characters including how and concept)

This was a display of different phases of the moon hung around the room. There was a large crowd, so I selected a shot behind a layer of the artwork, avoiding the crowd. I used the low level location lighting to add to the mood of the photo. I wanted to show the atmosphere created by the shapes and colours of the display and the way that people were moving around investigating the display.

What would you do differently if you had another chance? (a min of 10 words)

Next time I would experiment more with the posing of the person and their distance from the camera. I would also try overlapping some of the coloured shapes with the person's head.



Submission 3 - image software knowledge

In this final submission we ask you to work with an image in such a way that shows us your ability to use a computer to add to or alter a photo using a standard industry software package.

Once again we are not expecting to see expert level work here, beginner is fine, we just need to see that you have developed some ability to use one of these programs.

This submission is best demonstrated by retouching or altering a photographic image using appropriate software such as: Adobe Photoshop, Adobe Photoshop Elements, Adobe Lightroom, Capture One or Corel Paintshop.

If you haven't used a program for image manipulation before, please take a look at our GIMP tutorial video, it's free and easy to use.

Just submit the final image in one JPEG, JPG, TIFF, PNG or PDF up to a maximum of 5 megabytes in size.

To the right we have another example and again you'll need to answer the same two questions about the work.

Example of image manipulation:



Example of a response to the questions:

Tell us about this piece of work (a min of 40 characters including how and concept)

I've added and stylized text and then added a gradient to the sky. This was done in Adobe Photoshop using several different tools.

My friend was very excited about buying a new car and I took this picture to show the way she felt. Adding the text and darkening the sky added to the story of the image and gave it more impact.

What would you do differently if you had another chance? (a min of 10 words)

Next time I would try a different font or maybe a different time of day with the sun setting.



Alternative submission - the photo essay

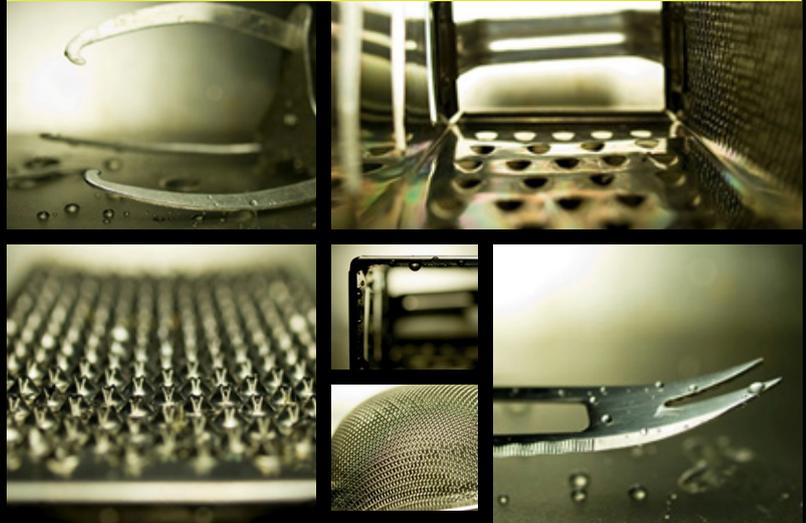
If you chose to prepare a photo essay as one of your submissions this is an example of how a photo essay might look.

Remember a photo essay is a series of images on a common theme. It should still show one of the following:

- understanding of your cameras controls and settings
- your ability to see and use light in image capture
- your image software knowledge

You'll still need to submit the final image in one JPEG, JPG, TIFF or PDF up to a maximum of 5 megabytes in size.

Example of image manipulation:



Example of a response to the questions:

Tell us about this piece of work (a min of 40 characters including how and concept)

I got bored after washing up, so I got my macro lens out and shot this series called drip dry.

I wanted to capture everyday kitchenware in an abstract form. The lighting setup was a desk light that provided concentrated light that also reflected well on the kitchenware and the oven-tray background.

What would you do differently if you had another chance? (a min of 10 words)

I would also experiment with capturing some steam so that you get the feeling that the dishes are freshly washed and hot and steamy.



And that's it. Good luck!

Just get together your images and send them in, either through email or the application process.

Don't forget to include your answers to the questions. They are important because they explain to us what you were thinking. In truth this is often more important than the finished piece.

Finally, we understand this can all seem a little daunting. So if you have any questions don't hesitate to ask.