

## Tekst 9

### THE PHOTO PROGRAMME

Image technology is advancing at an ever increasing pace but the requirements of photography haven't changed – a mastery of camera technique and a seeing eye. Learning these essential skills is fundamental to our Courses and you'll quickly discover the difference they can make to your enjoyment and success as a picture maker.



Many attend The Photo Programme time and time again, there are absolutely no pre-requisites, except a willingness to learn and desire to take better pictures. Complete beginners are most welcome.

### ABOUT THE SEMINARS

A warm welcome awaits!

All Seminars begin with refreshments to help break the ice with other members on the Course. Everyone soon finds out about each others photographic interests, equipment they find useful and a variety of other tips and hints. Next, the Course begins with a short introductory session to enable David Hemmings to assess the needs of each participant and tailor the content of the Seminar to suit each members present skills and knowledge.



Throughout each Course this individual approach is combined with friendly discussion to ensure a valuable and enjoyable experience for everyone.

The Seminars maintain a careful balance between gaining new information, equipment and technique familiarisation and actual photography in a superb location to practice the new skills.

Group sizes are always kept small so that David can offer help or suggest an alternative approach. Importantly, each Course is designed to be interesting and informative whatever your present knowledge or skill. The atmosphere is informal and everyone is encouraged to participate and to learn from each others experiences and problems.

### SPECIAL FEATURES ON OUR COURSES

- **Camera, Flash & Lens Checks**  
You'll be shown a simple three stage process for checking that your camera, flash and lenses are functioning as they should. Quite often, equipment has been found working less than perfectly whilst the owner has been unaware, believing that the problems with their photos were due to a personal failing.
- **Print & Slide Assessment**  
Participants are encouraged to bring some of their own prints or slides to the Course. Here a selection of pictures are appraised and useful suggestions offered to further improve the shot or encourage alternative thinking.
- **Seminar Notes**  
Each participant is provided with a set of comprehensive Course notes which reinforce the contents of the Course. These notes also contain extra information to help you get the best out of your camera and to suggest other techniques which you might like to try later.
- **Video Portfolio**  
On certain Seminars (such as 'Landscape' and the 'Out & About' series) a professionally made video is mailed to each Course member after the event. It records the best achievements on the Course, and includes a useful commentary of helpful tips and hints about each picture.

# Good Photography Starts Here



### ABOUT THE SPEAKER

David's style is informal, yet exact. He speaks in a manner which is easy to follow and which reveals an extensive knowledge. This knowledge is generously imparted efficiently and coherently. He clarifies for participants innumerable queries which crop up during the Course. Not a moment of the Course is wasted.

David's outstanding photographs have been exhibited in over 60 countries.

### GENERAL INFORMATION

All the Seminars are presented at well-appointed hotels across England, chosen for their proximity to some excellent locations. Overnight accommodation is included in the cost, and consists of en-suite single or double rooms with meals and refreshments for the duration of the Course. If you live close by and prefer to travel, we are able to offer a reduced fee, without accommodation.

Participants should bring their own camera and accessories, as practical sessions are a feature of each Course. However, a loan camera, flashgun and tripod are available by prior arrangement.

### YOUR GUARANTEE

The Photo Programme is a series of carefully prepared photo Seminars designed specifically to help you take better pictures.

We aim to present our Courses to the highest professional standards and offer a courteous, conscientious service each time you deal with us.

Each Seminar carries with it a unique guarantee, if you feel you have not benefitted we will refund your tuition fees in full.



For a free copy of our Seminar Information Pack containing locations, dates and more detailed Course information, just write, fax or phone:-

**01908 240460**

9 Booker Avenue, Bradwell Common, Milton Keynes, MK13 8AY

Fax: 01908 662527

## OUR CURRENT COURSES

### BACK TO BASICS

This is the ideal place to start if you do not always feel confident with your camera. You'll find out about camera handling, shooting modes, exposure and flash and discover what apertures and film speeds are all about. At the end of the Seminar, you will take home an increased understanding of your camera, and will be amazed to find how much a little knowledge of the basics can dramatically improve your next set of photographs.

### THE COMPLETE GUIDE TO FLASH & LOW LIGHT PHOTOGRAPHY

Flash technology has improved significantly over recent years, and many of us own a flashgun brimming with advanced features, yet still not venture further than its basic setting.

This easy-to-follow 3 part Course is designed to help you master flash right from the beginning by taking you through its features, functions, buttons and dials step-by-step and with just a few simple techniques, you will be able to achieve stunning results.

You'll also learn how to work from dusk to complete darkness without flash, to produce stunning images of nightscapes, fireworks, floodlit architecture and street scenes. Additionally a night shoot is included in the Course so that you can practice these new techniques immediately, combining them with David's fascinating tips on painting with light.



### OUT & ABOUT SERIES

David will show you how to photograph a wide range of subjects from architecture to butterflies with on-the-spot coaching and tuition. The Courses are based at spectacular locations, carefully chosen for their photographic potential and often with some very special planning involved.

For example, we have an arrangement with a Butterfly Farm for the air temperature to be reduced so that the insects keep more still to allow easier close-up photography.

### THE WILDLIFE EXPERIENCE

Here, photography and fieldcraft are combined to help you achieve the perfect wildlife photograph.

In a woodland setting, and accompanied by an experienced Forest Ranger, the secrets of wildlife photography are revealed. Everything is explained in a simple and straightforward manner and is suitable for the absolute beginner.



You'll be able to photograph a selection of Owls, taken to the hotel by their owner, and there is a unique chance to photograph Badgers in their natural habitat – animals willing! Additionally, there is a special session on Safari and Zoological photography.

### LANDSCAPE

Landscapes are perhaps the most photographed of subjects, but it's all too easy not to capture the magic of the original scene.

Our Landscape photography Courses are set in two spectacular locations, in the Lake District and the Yorkshire Moors. Here, David will introduce some innovative approaches, and reveal camera techniques that will transform your Landscape photography. There is advice on composition, viewpoint and lenses, and help to create your own photo calendar.

### PEOPLE PHOTOGRAPHY

This exciting two-day Course will teach you everything you need to know about taking portraits both formally and informally.

You'll find out about lighting, backgrounds, posing and props, and then practice your new skills during practical sessions, using window-light and studio flash. This step-by-step approach, and plenty of encouragement and support, ensures that even first-time portrait takers will get impressive results!



## OTHER COURSES SOON TO COME

- A weekend 'Cityscapes and Streetlife' Course, located in Bath, Oxford or Cambridge.
- Masterclass to help the more experienced to fully develop his or her potential or learn a specific topic in much greater detail.

We are always delighted to hear from you about a topic or theme you'd like us to develop. Why not ring us with your idea and you may soon attend a Course of your own making.

*Lees bij de volgende vragen steeds eerst de opgave voordat je de bijbehorende tekst raadpleegt.*

## ■ Tekst 9 Good Photography Starts Here

- Je wilt deelnemen aan een cursus, maar hebt geen eigen apparatuur.
- 1p 41  Blijkt uit de folder of je dan toch kunt deelnemen? Zo ja, op welke voorwaarde? Zo nee, schrijf op "Nee".