

Course  
Guide

# Photography



**ulleo**

Industry-led  
short courses

ulleo.com 1300 368 381

# Course Overview

Love what you learn

So, you've got an eye for photography... It's time to bring your creative vision to life!

In Ulleo's short course, you'll learn how to get the most out of your camera and use light, colour and composition to create photos that make an impact. You'll also learn how to refine your photos with software and techniques used by the pros.

For those that want to turn photography into an exciting career, tap into the minds of successful photographers and be inspired to develop your style, build your brand and create your own thriving business.



## Learn from the pros

Delivered fully online at your own pace, be empowered to learn anytime, anywhere.



## Engaging learning experience

Learn through engaging and inspiring videos, activities, quizzes and resources.



## Learn more with Ulleo Live!

Connect, collaborate and build knowledge through fortnightly Ulleo Live! workshops and Q&As.



## Dedicated guidance and support

Receive expert guidance and support from your Course Mentors and Ulleo's friendly Community Services team.



## Acknowledgement of Country

At Ulleo, we recognise the traditional custodians of the lands where we work, live and learn. We pay our respects to Elders, past, present and emerging, and celebrate the First Peoples' relationship to Country and the significance of Aboriginal cultures in Australia.

You can read our Terms & Conditions at [ulleo.com/terms](https://ulleo.com/terms)

# Why Choose Ulleo?

Ulleo's courses are a fantastic way to upskill or unlock a new career path without the time and cost commitments of a full-time degree.

Learning directly from a number of high-profile professional photographers, Ulleo's short course in Photography equips you with in-demand, up-to-date knowledge and skills. Once completed, you might move directly into the industry or pursue further study.



## Pathways to accredited study

Ulleo partners with various Higher Education and Registered Training Providers so that you can continue your learning journey - often with academic credit and/or discounted course fees!



## Digital Badge & Certificate of Completion

At the end of your course, you will receive a Certificate of Completion and a Digital Badge (issued by Credly). This is a fantastic way to verify your knowledge and skills and stand out from the crowd to potential employers - simply add them to your socials, personal website or resume!



**Live!**



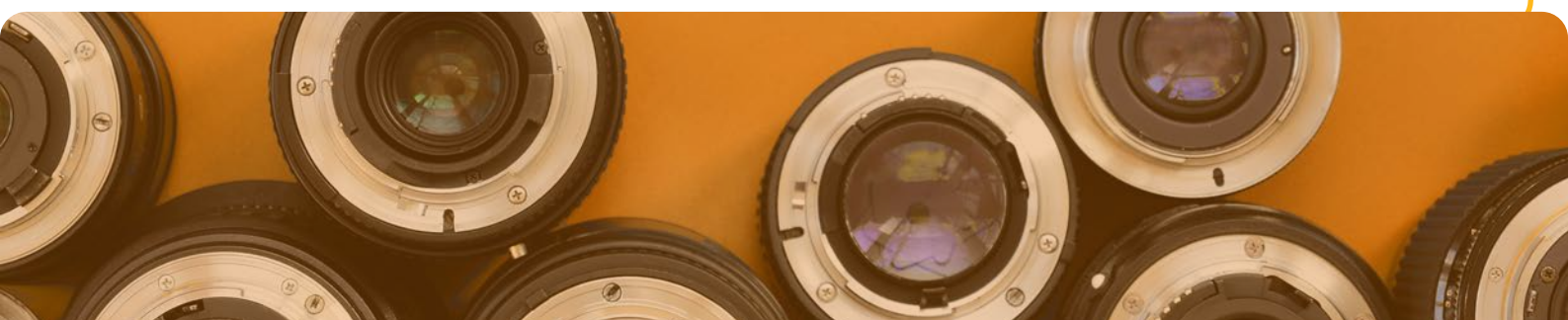
## Bridging the gap between learners and industry

Throughout your studies, you'll be able to attend fortnightly livestream sessions featuring your Course Mentors, peers and a variety of industry guest speakers.

These include hands-on workshops and Q&A panels and webinars that dive into new and exciting photography topics, for example:

- How to take amazing photographs on a smartphone
- Tips and tricks for drone photography
- Getting into the wedding photography industry
- Time-lapse and hyper-lapse photography
- A portrait photographer's guide to posing people
- Going back to basics with film photography

Each session is recorded and uploaded to the learning platform for later viewing. Enjoy over 95 hours of live content during your course!





**U** Live!

## Industry Mentor Support

During your studies with Ulleo, you'll receive dedicated support from your Course Mentor - award-winning Documentary Photographer Christina Simons. This includes:

- Detailed industry-standard feedback on your work
- Real-time discussions in fortnightly Ulleo Live! workshops and Q&As
- A dedicated 1:1 session to plan your future (at the end of your course)



### Christina Simons **MENTOR**

An award-winning international documentary photographer who has worked in the visual arts industry for over 25 years. Her work focuses on humanitarian issues and cultural diversity and has been featured in publications such as The New York Times and The Guardian UK. Her passion for human rights has also led her to work with several NGOs such as the Medicines Sans Frontiers and UNICEF.

## Course Collaborators

At Ulleo, we're passionate about creating courses that are not only engaging and inspiring, but relevant to the real world. This is why we design and co-create our courses with industry leaders; people who live and breathe the concepts and skills you'll be learning.



### Richard Whitfield

An award-winning editorial, corporate and advertising photographer best known for his sophisticated lighting techniques. Richard's most notable portraits include Sir Richard Branson, Sophie Monk, Geoffrey Rush and former PM Kevin Rudd. As a business coach, Richard assists individuals to define their life and career goals, build their employability and entrepreneurial skills.

# Course Options

Tailor your studies to match your unique photography goals:

## 6 LESSONS

### Essentials

Perhaps you have a camera that you want to learn more about or you'd love to capture your life experiences and the people around you in an impactful way.

This course option is perfect for beginners and intermediates who want to learn more about essential photography skills: how to use a camera and how to craft, capture and edit stunning photographs.

## 10 LESSONS

### Professionals

This course was made for those who want to take their photography journey one step further and turn it into an exciting and rewarding career!

You'll have access to Ulleo's Photography Essentials lessons, as well as four additional lessons that uncover the business skills you need to make your mark in the industry.

## What You'll Need

For both our Essentials and Professionals course option, you'll require:

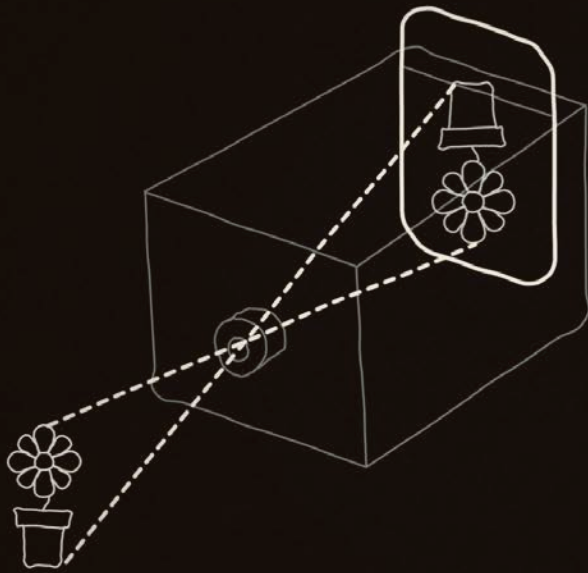
- A laptop or PC with a strong internet connection (to connect to Ulleo Live! sessions and to download and upload large files required for course activities).
- General computer skills such as creating, saving and editing Google and MS Office documents, online research, downloading and uploading documents and image files to websites, downloading software from websites, participating in online discussion boards, compressing image files and connecting your digital camera to your computer.

We also strongly recommend the following:

- A camera with manual settings (e.g. a film, bridge, DSLR or mirrorless camera).
- Access to Adobe Lightroom Classic software (you can download a 30 day free trial on the Adobe website once you reach Lesson 6).

**Note:** To enrol in a course with Ulleo, you will need to be at least 16 years old. If you are under 18, you will need to provide written or over-the-phone permission from a parent or guardian.





## What You'll Learn

### 1 Introduction to Photography: Telling Stories With Photographs

Before we dive into the complex world of photography technology and technique, it's useful to step back and think about the bigger picture: *why do we take photographs?*

In this first lesson, you'll learn about the history of photography as a medium and the major impact it's had on society and culture.

You'll also start thinking about your own personal photography interests, goals and styles, and more importantly, the types of stories you want to tell with your art.

- A Brief History of Photography
- How Photographs Tell Stories
- Exploring Different Genres
- Defining Your Style

### 2 Capturing Light: The Fundamentals of Photography

The very first step in any photographer's journey is to get to know how a camera and lens works.

By the end of this lesson, you'll be able to confidently and correctly expose an image using aperture, shutter and ISO settings.

You'll also have a solid understanding of how to capture motion in your images and how to use depth of field to your advantage with a range of handy activities and resources to guide you through.

- How Cameras Work
- Shutter Speed
- Aperture
- Depth of Field
- Shutter Speed
- ISO
- Putting It All Together: The Exposure Triangle

### 3 Cameras & Lenses: Mastering Your Equipment

When it comes to photography equipment, there's a whole new language to learn!

In this lesson, you'll learn about the capabilities of different cameras and lenses and how to make informed decisions about your own camera gear. You'll also explore some of the more advanced settings and accessories that you can use to achieve your unique photography goals and style.

By the end of this lesson, you'll be able to speak the language of photography with confidence.

- Types of Cameras
- Film or Digital?
- Sensors
- Types of Lenses
- Lens Technology
- Additional Camera Settings

### 4 Image Composition: Creating Visual Impact

Now you've got the skills to operate your equipment with ease, it's time to get to know the art of taking impactful photographs.

In this lesson, you'll learn about the design elements and principles that underpin a photographer's practice. You'll also engage in some hands-on activities and projects to master the composition techniques used by the pros.

The result? A batch of great photos, but more importantly, a solid understanding of **why** they're great.

- What is Composition?
- Design Elements for Photography
- Design Principles for Photography
- Composition Techniques
- Working With Your Subject

### 5 Playing With Light & Colour: The Photographer's Toolkit

Everything in photography comes back to light. In fact, the word Photography comes from the Greek words phos, meaning "light", and graphê, meaning "drawing or writing".

In this lesson, you'll learn about both natural and artificial light and how to use them to produce different effects in your photographs.

You'll also explore the wonderful world of colour, as different wavelengths of light that can be utilised to bring greater interest and impact to your photographs.

- Understanding Light
- Understanding Colour
- Working With Natural Light
- Working With Artificial Light
- Lighting Set-Ups

## 6 Post-Production Workflow: A Beginner's Guide to Adobe Lightroom

Knowing what to do after taking a photo is what separates a casual snapshotter from a seasoned pro.

In this lesson, you'll learn the foundations of Adobe Lightroom, as the industry-leading tool for photography production.

Starting from the beginning, you'll work your way through the entire post-production workflow: from importing and organising your files, to basic image processing and editing, to your final export.

- Getting to Know Post-Production
- Introduction to Adobe Lightroom
- Importing Files
- Organising Your Library
- Adjusting Light
- Adjusting Colour
- Noise, Sharpening & Luminosity
- Cropping & Adjusting Perspective
- Exporting

### INCLUDED WITH ULLEO'S PROFESSIONALS COURSE OPTION:

## 7 Developing a Portfolio: Capturing Your Photography Style

To get the word out and gain new clients, you'll need a high-quality portfolio filled with your finest photographs.

With the guidance and insights of pro photographers, you'll start to think about your career goals and the type of work you want you to do.

You'll learn how to create a stunning website to showcase your work and get detailed feedback on how to best convey your unique style.

- Deciding on Your Goals
- Choosing Your Best Work
- Building a Website





## 8 Business Fundamentals: Skills for Freelance Photographers

In any creative profession, having a solid set of business skills will enable you to keep growing and doing the work you love.

Although some of these topics aren't the most exciting thing in the world (we're looking at you accounting), this is truly the bread and butter of building a successful business. By the end of this lesson, you'll know how to price your projects, keep track of your finances, protect your intellectual property and build a business from the ground up.

- Business Set-Up
- Legal Considerations
- Asset Management
- Pricing: Knowing Your Worth
- Quoting
- Invoicing

## 9 Brand & Marketing: Finding Clients & Opportunities

Branding and marketing can seem like daunting areas at first, but as you'll see in this lesson, it's simply about deciding who you are as a photographer and communicating that outwardly.

In doing so, you'll learn about creating customer personas, perfecting a professional website and building a social media presence. You'll also learn about some of the offline methods of getting the word out, including exhibitions, artist residencies and avenues for selling your work.

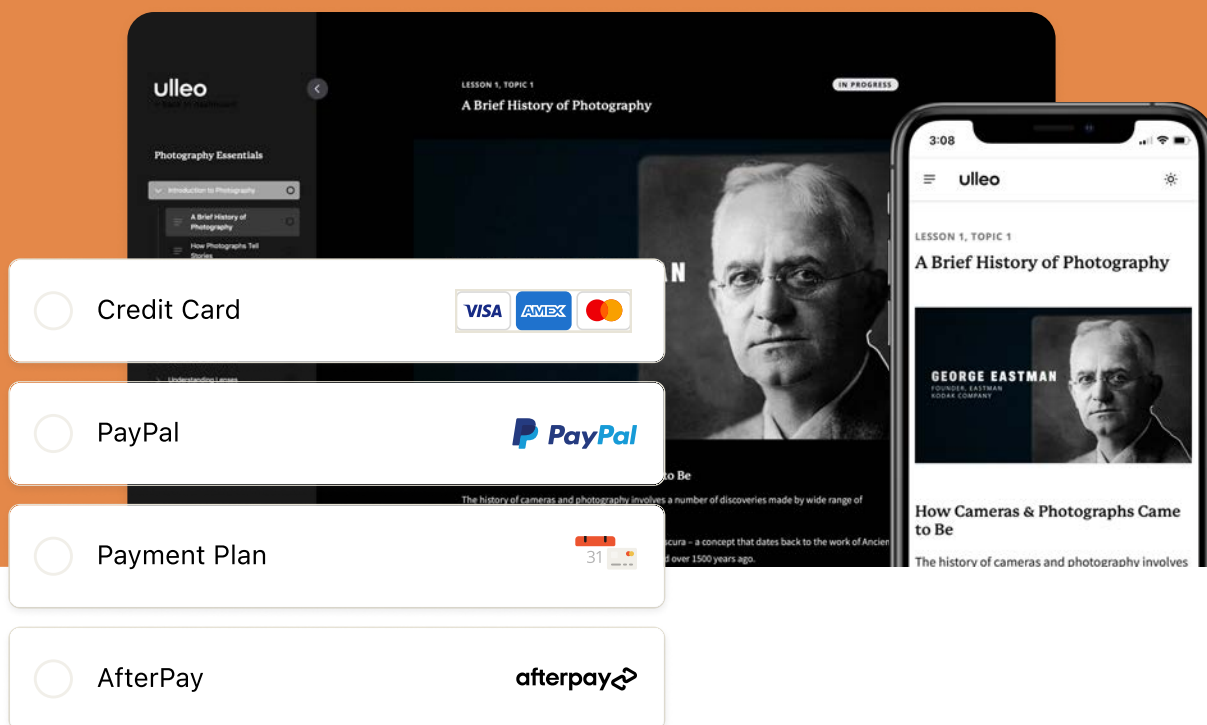
- Getting to Know Your Customers
- Brand Personality & Voice
- Building a Social Media Presence
- Finding Clients & Opportunities

## 10 Working to a Brief: Managing a Project From Start to Finish

There's so much more to a creative project than picking up your camera and snapping some photographs.

In this lesson, you'll learn about the lifecycle of a project from start-to-finish, including developing a brief with a client, creating a range of concepts, planning your shoot, working to a timeline and shot list, directing models on-set, communicating with clients, asking for feedback, and working in a social, economic and environmentally sustainable way.

- Interpreting a Brief
  - Developing a Concept
  - Pre-Production Planning
  - Communication & Feedback
  - Sustainability Considerations
- 



## Payment Options

Invest in yourself and your future.

### Pay upfront

#### ESSENTIALS

TOTAL COST

**\$1295\*** AUD

#### PROFESSIONALS

TOTAL COST

**\$1695\*** AUD



### Study now, pay later

#### ESSENTIALS

FORTNIGHTLY COST

**\$323.75†** AUD / FORTNIGHT

#### PROFESSIONALS

FORTNIGHTLY COST

**\$423.75†** AUD / FORTNIGHT



Payment plans available from \$50 /week ‡

\* Tuition fees include course delivery and assessment, online study material and dedicated student support services.

Please note this course does not qualify for VET Student loans or other assisted government funding.

† Access to third party finance is subject to lender approval criteria.

‡ Payment plans incur an additional cost of \$450 including an upfront deposit.

# About Ulleo

With industry leaders at the helm, Ulleo's short courses are built with collaboration, community, and creativity in mind.

Whether you are seeking your next career move or a passion project, our unique learning experience will provide the knowledge and skills for now and into the future.

As a learner of Ulleo, you will access tailored support from industry mentors, along with a community of other learners to connect with. Delivered online, our courses empower learners with industry-led insights, interactive methods of learning, and tangible pathways to accredited study.

As a profit with purpose enterprise, sustainability is at the heart of what we do. Our partnership with Carbon Neutral and tree-planting initiative allows us to become part of the solution for the planet and future generations.

Love what you learn with Ulleo.



## Plant trees while you learn.

As a profit with purpose company, we are committed to doing the right thing by the planet and future generations. This is why we partner with Carbon Neutral to plant trees on behalf of our students.

Carbon Neutral is an organisation that provides carbon solutions to help mitigate the climate crisis. They have been working with individuals and organisations to reduce their impact on the planet for over 20 years.

Our partnership with Carbon Neutral funds the planting of native species in the Yarra Yarra Biodiversity Corridor. The goal of this project is to create a 200km long green corridor that reconnects remnant vegetation with 12 nature reserves across a 10,000km<sup>2</sup> area.

To learn more about Ulleo's commitment to sustainability, visit <https://ulleo.com/sustainability>

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**Ready to get started?  
Enrol today!**

Visit [ulleo.com/photography](https://ulleo.com/photography)  
or call 1300 368 381 to speak to a course advisor.

[ulleo.com](https://ulleo.com)