



# Diploma in Digital Photography Home Study Course



At the heart of the image

IN ASSOCIATION WITH WWW.NIKON.CO.UK



# Diploma in Digital Photography Home Study Course

Master the fundamentals of digital photography in 10 practical modules

**T**he course has been designed to teach you everything you need to know to take and process digital images of the highest quality. It will help you build a firm foundation of knowledge and experience that will allow you to concentrate on being creative, rather than having to worry about technical issues. On completion you will be able to take full control of your digital images and work to a very high standard of production.

The course is aimed at digital photographers of intermediate level keen to learn the skills required to replace the mini-lab.

## COURSE OUTLINE

The 10-chapter, fully illustrated, course manual covers everything you need to know to complete the course successfully.

### DIGITAL IMAGES

How digital images are created and how that relates to the way we control them. File types are discussed, as is compression, RAW modes and the pros and cons of in-camera



processing.

### EXTREME MEASURES

We then go on to look at ways of working with contrast, both in-camera and in software, to avoid losing image detail, especially in highlight and shadow areas.

### TONAL PLACEMENT

You will learn how to recognise tones and how to meter to optimise the dynamic range of your camera, as well as to recognise when only certain sections of the image need adjusting.

### WHITE BALANCE

We show you how to get a grip of colours; learning how to control them in the camera, working with different types of lighting and creating unique white balance settings.

### COLOUR

### CONTROL IN SOFTWARE

We look at how software can alter colours, and how colours are used creatively to enhance atmosphere.

### STRUCTURAL CORRECTION

You will learn how to retouch your images to remove blemishes, how to straighten horizons and good working practices to ensure nothing gets missed.

### IMAGE SHARPENING

We then study ways of sharpening

## Benefits & exclusive offers

- Course Manual and Module Book
- A pack of inkjet paper
- A white reflector
- A grey-white balancer
- Access to the students-only online forum
- A massive 50% discount on the full price of an annual subscription to Amateur Photographer or What Digital Camera magazine
- 20% off digital print orders at PhotoBox
- 10% discount with Arrowfile
- A Jessops Student Discount Card entitling you to 10% off Jessops-branded products and all inkjet paper and cartridges

**PhotoBox**



**PLUS!**  
**SAVE £600**  
**ON ADOBE CS3!**  
We have an exclusive deal with Adobe, allowing us to offer our students Adobe Photoshop CS3 Extended at only £217.37.



# About the SPI

Since its inception, Amateur Photographer magazine has dedicated itself to inspiring its readers to greater heights of technical and artistic excellence. Drawing on this prestigious

legacy, our School of Photographic Imaging offers comprehensive and practical home study courses designed to transform keen enthusiasts into accomplished amateur photographers.

*“Working with digital photography is no easy task, so we’ll guide you through all you need to know about shooting and processing digital pictures. You used to rely on the lab to print your images, but when you’ve finished the course you’ll be your own mini-lab operator - and in total control.”*

images and ways to reduce the destructive impact of sharpening tools.

## BLACK & WHITE

Life in colour is nice, but black and white is just as exciting and full of opportunities. You will see just how many ways there are to create beautiful black and white images from one-click to the complexities of colour’s influence on contrast. We also deal with toning and staining images to create a range of effects.

## END USE & STORAGE

Getting your pictures into print, or tailored for their final usage, often has to be considered before the shutter release is pressed, while shooting the right size or adjusting images afterwards can be more complicated than you might expect.

## GLOSSARY

The manual finishes with a reference section, including a glossary, tables and calculations you will need in times to come.

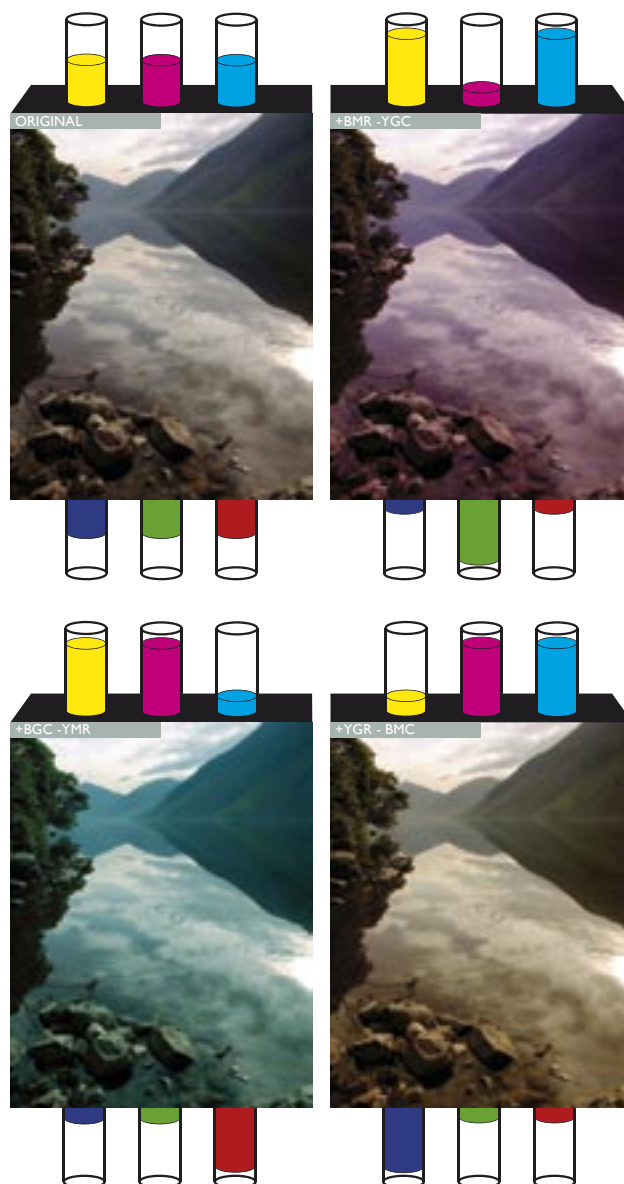
## LEARN FROM THE PROS

Our courses are unique because our tutors are highly-respected professional photographers and tutors. They are encouraging and supportive and take great pride in helping students complete the course successfully.

## EQUIPMENT AND SOFTWARE YOU WILL NEED

To complete the course you need a digital camera, a computer (PC or Mac) capable of dealing with digital images from your camera and some form of digital imaging manipulation software. As a guide, students will be

**Below Colour control in software:** these graphics demonstrate how adding one colour always removes the same amount of the complementary colour. Adding yellow, for example, forces blue out, just as extracting green pulls more magenta in



best served by cameras with four or more million pixels.

We have an exclusive deal with Adobe that allows us to offer our students Adobe Photoshop CS3 for £217.37 – saving you £600. However, you can use any software package of a similar standard that allows extensive control of the image.

## HOW THE COURSE WORKS

As this is a home study course, students are free to work at their own pace and in their free time. There are no classes to attend, the course continues all year round and you can enrol at any time.

On joining you receive the full-colour manual - which teaches you everything you need to know about digital photography - and the module book which outlines the work you need to submit to your tutor as you progress through the course. You can work to suit your own schedule, but all modules (plus the final personal project) must be submitted in order and completed within two years.

Your personal tutor is responsible for providing written feedback and guidance on your work, and will be able to answer all your questions.

On successful completion of the course, you receive a certificate graded and signed by your tutor and the course director.

## ONLINE FORUM

Once enrolled, you will be given access to the student-only online forum where you can join the lively SPI community and exchange ideas and tips with other students. This is an excellent way to be in regular contact with your peers and share your problems and successes with them, as you progress through the course.

## ANY QUESTIONS?

For more information or to enrol over the phone, please contact Elliot Smith on 020 3148 4326 or visit [www.amateurphotographer.co.uk/spi](http://www.amateurphotographer.co.uk/spi)

COURSE  
FEE ONLY  
**£299**



## TO ENROL SEND THIS COUPON TO: The School of Photographic Imaging Administrator

IPC Media, Blue Fin Building, 110 Southwark Street,  
London SE1 0SU. Or call Elliot Smith on 020 3148 4326



YES, I would like to enrol now for the Diploma in Digital Photography

Mr/Mrs/Ms

Forename \_\_\_\_\_ Surname \_\_\_\_\_

Address \_\_\_\_\_

Postcode \_\_\_\_\_

Daytime tel number \_\_\_\_\_

Email \_\_\_\_\_

If you would like to receive the SPI student E-newsletter please tick here

PLEASE INDICATE HOW YOU HEARD ABOUT THE COURSE:

Amateur Photographer magazine  What Digital Camera magazine

Amateur Photographer website  What Digital Camera website

Other \_\_\_\_\_

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### HOW TO PAY: (UK rates). Overseas fees available on request

BY CHEQUE OR POSTAL ORDER:

made payable to **IPC Media** for:

**£299** for the Foundation in Digital Photography

BY DIRECT DEBIT:

Please note, if you are paying by Direct Debit the full cost of the course will be **£315**

BY CREDIT CARD:

Please debit **£299** for the Foundation in Digital Photography from my

Yes, please send me a bank instruction form to deduct **3** monthly debits of **£105** from my account

MASTERCARD  VISA

Card number \_\_\_\_\_

Issue number \_\_\_\_\_

Start date \_\_\_\_\_ Expiry date \_\_\_\_\_

3 digit security number \_\_\_\_\_

Signature \_\_\_\_\_

( I am over 18)

Signature \_\_\_\_\_  
( I am over 18)



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WEBSITE

