

WEDDING PHOTOGRAPHY – THE ART AND TECHNIQUES

This workshop will:

Start with a short introduction to marketing for success, getting bookings and developing a viable business strategy for wedding photography. It will then take you on a journey through the planning and execution of a successful wedding shoot.

What's in the bag talks about the minimum equipment you will need to take with you to a wedding event. The equipment on show will range from basic speedlight to professional battery powered flash units that are ideal those situations where speedlights are not suitable.

Show how lighting works on the day and demonstrate the pitfalls and problems encountered, and show how to overcome them.

Teach control of lighting, including subtractive and additive techniques, using light modifiers as well as the use and control of flash and fill lighting.

Show how to deal with poor and artificial lighting on the day. Conduct a shoot with a bride/groom showing some set poses for the day.

Take you through the planning required to ensure the wedding day runs as smoothly as possible, helping to reduce the stress on the day.

Run through the wedding day shoot (slideshow presentation) talking about the choice of lens and camera settings.

Day 1

9:45 - 10:00 Arrival and registration.

10:00 - 11:00

- Introduction and slideshow presentation of wedding images
- Doing the wedding business, marketing, pricing, product mix and social media
- Develop a strategy for getting business

11:15 - 12:00

- What's in the bag, talking about the minimum equipment required.
- Radio triggering
- The quality of light – the key ingredient in photography.
- The pro's and con's of using flash.
- Equipment that takes your flash off-camera, reflectors and lighting modifiers.

12:00 – 1:00

- Working with on camera flash, the advantages and disadvantages.
- Controlling the speedlight with Flash exposure compensation. (A practical demonstration with live shooting to a TV).
- Controlling the ambient light when using flash.
- Using High speed synch
- Basic principles of posing.

1:00 – 1:45 Lunch

1:45 - 3:15 Location shoot.

- Location shoot, working with off-camera flash. Flash equipment and radio triggers provided.
- The use of flash and fill light
- Quality of light
- Controlling the light - Key shifting.
- Additive/subtractive lighting.
- Reflectors, diffusers and light modifiers
- Using the surroundings - buildings, trees etc. to create images that sell.

3:15 – 3:30 Coffee/Tea break.

3:30 - 4:30 Slideshow presentation (Timings may vary depending upon group interactivity).

- Planning the wedding day.
- Dealing with contracts and insurance.
- Styles of wedding photography.
- Wet weather planning.
- Pre-wedding meetings.
- Pre-wedding shooting.
- What happens when things go wrong?

Day 2

Shooting the wedding day (Slideshow presentation)

09:30 - 11:15

- Working through the wedding day – working to the plan.
- Dealing with bridal preparation.
- Working during the ceremony.
- Dealing with venue protocol – Church and registered venue.
- Creative shooting inside the Church after the ceremony.
- Shooting the confetti throw.
- Photographing groups – group sets.
- Creative shooting at the venue.
- Dealing with speeches.
- Handling low light at the first dance.

11:15 – 11:30 Tea and coffee break.

11:30 – 1:00 Location shoot.

- Location shooting, in the beautiful National Trust village of Lacock. (Wellington boots required)
- Developing a strategy with off-camera flash
- Posing options
- Shooting a bride and groom together and separately.

1:00 - 1:45 Lunch.

1:45 – 3:15 Location shoot, working with off-camera flash.

- Shooting with flash only in low light conditions.
- Balance ambient with flash.
- Working with artificial light.
- Getting creative with flash.

3:15 – 3:30 Tea and coffee break. Model release signing.

3:30 – 4:30 Digital workflow and albums.

- How to reduce your workflow after the wedding.
- Backing up and data storage.
- Image manipulation and presentation media.
- A strategy for showing the couple the final images.
- Producing the end result through albums.
- Develop a strategy for delivering quality albums.

Experience required;

- A working knowledge of their camera and flash (do not forget your camera and flash manual)

Equipment required:

- Suitable digital camera (however film camera will be OK)
- Lens's between 35mm – 200mm

- Dedicated flash unit for the camera (not compulsory)
- Sufficient CF cards for 2 days shooting
- Monopod - but not essential (A tripod will not be required)
- Sufficient batteries or charger for the two days
- Off-camera flash, radio triggers and light modifiers will be provided.

Note:

The shooting sessions will give the delegates the opportunity to photograph a bride (and groom) in set poses used on the day of a wedding. The shooting sessions will on location in stunning surroundings (subject to weather). Please bring wellington boots - there is a bit of river wading. The sessions are due to end at the time specified, however sometimes if there are lots of questions they can end a little later.

If you have a Sony camera it will not accept the standard hot shoe found on other cameras. There are a couple of adaptors available but it would be useful if you could bring your own.

If you would like to use the images you take on the workshop for any type of promotional purposes you will need to gain the permission of the model. She/he will then sign a model release form - this will carry an extra fee of £10 per model, so for £20.00 you will have full use of the images

Bring a packed lunch or use local amenities

Although there is disabled access for participants on this workshop you are advised to have someone assistance or an electric wheelchair as some of the paths are more difficult to travel on.

Times: **Day 1:** 10am - 4:30/5:00pm **Day 2** 09:30 – 4:30pm

Address: Manger Barn, 1 High Street, Lacock, SN15 2LQ

Map: <http://goo.gl/maps/jh7YI>

Parking: You can park in the Red Lion Car Park which is found opposite the barn.

Cancellation policy

Notice of Cancellation - Please inform us as soon as possible if you are unable to attend a course as it is not possible to refund any cancellation or transfer to another workshop less than 14 days prior to course start date. The Society reserves the right to cancel a workshop 7 days prior to its start date - please check your hotel and travel cancellation policy as this may be affected.

Reception