

Photographer

LEARNING OBJECTIVES



We experience the world through a series of images—moments frozen in time. We share them on social media. Hang them on our walls. Tuck them away in photo albums. And because we all carry smartphones in our pockets, everyone thinks they're a professional photographer. But merely posting overly filtered images on Instagram doesn't make you a master of the form.

CareerStep's Photographer course will teach you to snap photos that truly stand out. Striking portraits, gorgeous landscapes, fascinating candid... you'll learn how to build a portfolio, prepare for a shoot, and get paid to share your fresh perspective—we'll even walk you through the process of starting your own business as a professional photographer. In just a few short months, you could have the knowledge and skill you need to shoot weddings, take modeling and acting headshots, and capture intimate memories on the fly.

Photographer Curriculum:

Photographer Career Prep

- Discuss and review standard expectations of photographers.

History of Photography

- Learn how the past still influences current trends in the industry.

Photography Basics

- Learn to use a flash, set up a tripod, and work with composition.

Photography Fundamentals - Part 1

- Explore standard photography techniques and equipment.

Photography Fundamentals - Part 2

- Explore standard photography techniques and equipment. (cont.)

Digital Photography

- Get an overview of all the digital tools photographers use to capture photos, edit images, and backup their work.

Advanced Photography Fundamentals

- Take the basics one step further and learn to snap photos that belong in a gallery or museum.

Post-Production Strategies

- Learn basic photoshop and darkroom strategies to manipulate, edit, and enhance your photos.

Photographer Career Prep Final Quiz

Become an Entrepreneur Curriculum:

Course Introduction

- Discuss and outline course expectations.

Entrepreneurial Pathways

- Learn how starting your own business gives you the chance to express your creativity and explore your specific passion.

Who are Your Customers?

- Review audience segments and discuss what makes customers tick.

Integrated Marketing

- Learn what you need to do to provide a seamless, consistent customer experience across multiple marketing channels.

Show Me the Money: Finding, Securing, and Managing It

- Learn how to make, manage, and maintain a steady stream of income.

Leadership, Ethics, and Exits

- Learn how to hire and train employees, and lead your business with integrity.

Final Exam