



Photo & Design by Lurenda Mastromonaco, Model: August Buquet Hair and Makeup: Shelly Baxter

FASHION PHOTOGRAPHY

Fashion Photography: This course examines fashion photography in the primary markets; New York, Asia and Europe. Students will learn how to work with models, hair and makeup artists, stylists and fashion editors. The course will study the cyclical nature of fashion, and students will learn strategies in forecasting trends in lighting, model 'look', hair and makeup and post processing. Shoots will include mock editorials for NY, UK and Japan and a high end catalogue for the local market. All models are supplied by the Charles Stuart Agency and students will also work with a clothing stylist and two makeup artists.

Instructors: **Lurenda Mastromonaco** has been involved in people photography for over 25 years. She specialized in editorial, fashion and commercial photography. She is currently an instructor at Langara College and a sessional lecturer at Simon Fraser University.

WEEK BY WEEK SESSIONAL OUTLINE

Please note some of the weeks maybe switched depending on the availability of a guest speaker / hair and makeup artists and clothing stylist.

1	History of Fashion Photography, what worked and why? What works today and why? Strategies to break into the marketplace.
2	What belongs in a model's portfolio? How to shoot for one, whom to hire, how? Expected rates. How to break into that marketplace. Possible guest speaker.
3	Studio / Outdoor Session: Model testing for the New York Market. Face photo / ¾ and full length. 3 changes. Models supplies by the Charles Stuart Agency.
4	Catalogue Photography, expected rates, timing and scheduling. Product Photography example. Assignment on catalogue scheduling.
5	Studio Session: Product photography editorial and catalogue samples.
6	Catalogue Photography, lighting. Review of product assignment.
7	Studio / Outdoor Session: Catalogue Photography, Holt Renfrew and Target themes.
8	Researching Japan, what will grab in Canada, what will never grab. How to photograph a model for that market. Review of catalogue results from the week before.
9	Studio / Outdoor Session: Japanese themed editorial.
10	Researching the UK, what will grab in Canada, what will never grab. How to photograph a model for that market. Realizing trends. Review Japanese editorial results.
11	Studio / Outdoor Session: UK themed editorial.
12	Review of previous week's session and final exam.