Course Outline:
This basic course is a great introduction into the retail, VM side of photography and styling. You will gain handy tips in handling a camera, merchandise and lighting for that final styled shot. All the skills taught within this short course build you to a professional standard for today’s demanding retail industry.

Designed For:
This course is for the person who loves photography and wants to develop your styling skills. Prospective student for future retail VM studies. Enthusiastic people within Advertising, who want to expand their career further with VM Retail styling. Freelance display people wanting to build on their skills and current business base.

Course Content:
The course will cover:
♦ The role of the Stylist, Photographer, Client and Advertising Agency
♦ Styled drinks and food
♦ Photographic studio
♦ Product shots
♦ Organisational skills
♦ Fashion
♦ Propping, locations, merchandise
♦ Brochure, flyer, promo

Award:
Participants will be awarded an RMIT Statement of Participation.
Some Visual Merchandising Workshop courses attract a status of ‘Advanced Standing’ towards the RMIT Diploma of Arts Visual Merchandising.

Enrolment Details
Low enrolment classes postponed or canceled (fees refunded in full with no refunds once the course has commenced). Cancellations incur a $50 admin. fee. Dates are correct at time of publication but may be changed at short notice.

Title: Photographic Styling
Code: S853051
Fee: $350.00
Dates: 1. 18 February to 8 April, 2003
      2. 13 May to 1 July, 2003
      3. 7 October to 2 December, 2003
Time: 6.00pm to 9.00pm (Tuesday)
      8 sessions x 3 hours
Venue: RMIT – City Campus
Phone: 9925 8111
Fax: 9925 8134
URL: www.rmit.edu.au/shortcourses