



# FORM&FUNCTION

FASHION PHOTOGRAPHY WORKSHOP  
DELIVERED BY ELLI IOANNOU

**Level 1** - introductory 2nd Feb 2012

**Level 2** - intermediate 3rd Feb 2012

Fashion photography is an exciting and competitive genre of photography as well as an art form in its own right. The workshops will focus on the fundamentals of lighting & composition, directing talent, along with conceptual development and story telling.

During her 15 year career, ELLI IOANNOU has worked extensively in Australia, and most recently New York and Milan. Specializing in fashion photography, Elli is a practicing photo media artist, mentor and educator at the Australian Academy of Design.

[www.designacademy.edu.au](http://www.designacademy.edu.au)



**LEVEL 1 : INTRODUCTORY**

Students who have completed Photo media 1  
&/ OR 1st year of relevant tertiary studies

LIGHTING

COMPOSITION

DIRECTING TALENT

\*working in teams, we look at briefing & directing

**LEVEL 2 : INTERMEDIATE**

Students who have completed Photo media 2  
&/OR completed 2nd year of relevant tertiary  
studies

ADVANCED LIGHTING

DIRECTING TALENT

\*use of professional talent

CONCEPTUAL DEVELOPMENT - EDITORIAL

**LEARNING OUTCOMES**

Participants will be actively involved in producing  
a fashion shoot, enabling them to put in to  
practice lighting for fashion, composition &  
directing talent.

SUPPLIED : AAD CAMERAS ARE LIMITED to 1 camera per 2 people  
It is strongly recommended that students use their own 35mm DSLR if they have one

**WHAT YOU WILL NEED**

SD 8GB card

35MM DSLR (if you have your own) or to share

External hard drive or USB (min. 16GB)

Journals

NB : Workshop requires a MINIMUM number of participants to go ahead

8 FOR LEVEL 1

11 FOR LEVEL 2

**COSTS**

\$100 - students enrolled at Australian Academy of Design

\$120 - students (all other institutes)

\$150 - adult / non student

**BOOKINGS**

call the Academy on 03 9679 9000

email [reception@designacademy.edu.au](mailto:reception@designacademy.edu.au)

Payments due in full : 2 weeks prior to workshop

Workshops held at AAD 220 Ingles St, Port Melbourne