



SUMMER PROGRAM 2024

Course title: Paris Fashion Week - Street Style Fashion Photography

Meeting Times and Days: 06/17 - 07/28, 2024 / Monday – Friday, 9am-5pm

Instructor: André Wolff

Room: 503

COURSE DESCRIPTION

The combination of fashion and Paris is alluring unlike any other city during fashion week. Shooting at fashion shows is an exclusive media privilege. However street fashion photography, captured by master photographers such as Bill Cunningham and made famous by bloggers such as the Sartorialist, is a completely different approach and at times more in demand with publications than the traditional runway shots.

Through a series of workshops during Haute Couture Paris Fashion week, you will be introduced to street style fashion photography whilst developing refined camera craft skills in lighting and composition. You will also produce a digital folio, within the breathtaking backdrop of Paris.

LEARNING OUTCOMES

Upon successful completion of the course, students should have the following skills and knowledge:

- Understand use of light (both natural and artificial lighting) within the context of street fashion/portraiture
- Composition
- Understand how to capture people in an environment where the subject matter is the people
- How to approach and direct real people in unfamiliar environments
- Quickly evaluate lighting and composition within an environment under various scenario
- Attain an overview of photographing street style fashion portraiture at Paris fashion week

ASSESSMENT

Students will be assessed on the following criteria:

- Class participation and preparation: 20%
- In-class assignments 30%
- Homework assignments: Fashion Week portfolio 50%



COURSE REQUIREMENTS

Prerequisites: Basic to intermediate digital SLR camera manual skills

ATTENDANCE

Students are expected to fully participate in every session to be sure not to miss important information, which will lead to the successful completion of the course.

Substantial absences are factored into grades. Please note the following:

- 2 late arrivals (more than 15 minutes) or early departures = one full absence
- 2 absences = excessive absence for a course that meets once per week
- 3 absences are grounds for failure in the course

MATERIALS AND SUPPLIES

- Notebook
- Digital SLR camera
- External Hard Drive min 250GB
- SD cards (2x 16GB or 32GB)
- Laptop

SCHOOL POLICIES

1. Plagiarism is a serious offense and will not be tolerated. All research, text, and image sources must be cited using Chicago (Turabian) style. See your instructor or the Student Handbook if you are unclear about what constitutes plagiarism.
2. You are required to attend and participate in class critiques and other presentations. Be respectful of your fellow classmates.
3. No phones, devices for listening to music, or other electronics are allowed in class, unless otherwise specified by the instructor.
4. No emailing, web surfing, or instant messaging, etc. is allowed during class time, unless otherwise specified by the instructor.
5. Classrooms are community space. Please leave them clean and tidy.
6. All *Paris College of Art* buildings are NON- SMOKING, including balconies and the courtyard. You must go outside in the street to smoke. Students found smoking on PCA premises will be fined.



COURSE SCHEDULE

Please note that this outline is subject to modification.

Monday, 06/17

Introductions.

PowerPoint visuals on Street portraiture, street photography and street style photography from past to present.

Shooting raw files & processing, demo processing.

Tuesday, 06/18

Composition lecture 1- exercise - review.

Camera techniques: depth of field, wide angle vs tele lens, etc. Demo and in-class exercise.

Preparing for shooting on location 1: how to approach (technically, aesthetically, post production and feed back review) – Exercise 1 on location

Wednesday, 06/19

Basic beauty retouching demonstrations and exercise.

Composition lecture 2- exercise - review.

Preparing for shooting on location 1: how to approach (technically, aesthetically, post production and feed back review) – Exercise location 1

Thursday, 06/20

Color theory: exercise color schemes.

Preparing for shooting on location 2: how to approach (technically, aesthetically, post production and feed back review) – Exercise 2 on location Palais Royal. Digital Lab session

Friday, 06/21

Review color scheme exercise.

Preparing for shooting on location 2: how to approach (technically, aesthetically, post production and feed back review) – Exercise 2 on location Marais.

Post production & presentation of Week 1 Exercises DUE = 30%

Review & preparation for Week 2 on site live fashion week. Digital Lab session.

Monday, 06/24

Shooting street style in teams of 2 around fashion shows. Back to school at the end of each day to download work (1-2 outside fashion shows) **allocated self-managed time for capturing for portfolio.*



Tuesday, 06/25

Shooting street style in teams of 2 around fashion shows. Back to school at the end of each day to download work (1-2 outside fashion shows) **allocated self-managed time for capturing for portfolio.*

Wednesday, 06/26

Shooting street style in teams of 2 around fashion shows. Back to school at the end of each day to download work (1-2 outside fashion shows) **allocated self-managed time for capturing for portfolio.*

Thursday, 06/27

Post Production, producing a final “digital portfolio” of 20 images
Processing files, producing for digital portfolio and social media- instagram specific;
preparing files for book self-publishing, putting together via online publishing &
preparing for end-of-course exhibition.

Friday, 06/28

Post Production completion - Digital Lab session
Presentation of work in class, end-of-course exhibition, clean up.