

NORTH WEST SCHOOL OF DESIGN

And

Melanie Els
PHOTOGRAPHY

Presents

Mastering Product Photography – Concept to Click

Workshop Overview:

Use your mobile phone and elevate your product photography from simple snapshots to compelling images that captivate and convert. This workshop is pivotal for anyone looking to present their business offerings in the most flattering light. High-quality visuals not only grab attention but also shape customer perceptions, driving sales and brand loyalty. Under the tutelage of the acclaimed photographer Melanie Els, you'll learn to harness the power of photography to tell your product's story.

Dates and Schedule:

Mark your calendars for **4 May 2024** and join us at the North West School of Design in Klerksdorp. The workshop will unfold from **09:00 to 13:00**, offering a morning brimming with insights and inspiration.

Expanded Course Content:

- Introduction to Product Photography: The Role of Visuals in Marketing
- Understanding Your Smartphone's Camera: A Tool for Quality Imagery
- Easy lighting techniques
- Composition and Styling: Crafting Your Product's Visual Narrative
- Shooting Techniques: From Angles to Zoom
- Post-Production: Editing Images to Perfection
- Live Demonstration: From Setup to Final Shot
- Marketing Insights: Using Images to Boost Online Presence
- Q&A Session: Addressing Your Photography Queries



Ideal Participants:

This workshop is designed for entrepreneurs, marketers, creatives, and anyone eager to refine their product photography skills. If you're looking to produce stunning visuals that drive product sales, this is the place for you. Participants should be **18 years or older**.

Workshop Requirements: To make the most of this workshop, please bring:

- Your product(s)
- A fully charged smartphone with camera functionality.
- Notebook and pen for notetaking

Prepare to transform your product images into a visual feast that entices and engages your audience. We're excited to guide you on this creative journey to photographic mastery.

Attendees will be granted access to North West School of Design's – GOOGLE classroom with access for a period of three (3) months once the workshop is completed. **Please note that a valid email address for this will be needed.**

FEE BREAKDOWN:

Registration Fee	Workshop Fee
R 150.00 The deadline for this payment is on 30 April 2024. This is a non-refundable registration fee.	R 550.00 The deadline for this payment is on 30 April 2024.
TOTAL AMOUNT FOR WORKSHOP R 700.00	



Certification

Here at North West School of Design, our short courses are a combination of evening classes and workshops ranging from one –day workshops to nine-month part-time courses.

In the efforts to make our short course more affordable, the NWSD short courses are offered as non-credit bearing courses, as these courses are not unit standard based. Student therefore receive a non-credit bearing certificate after completing the short course.

What Does It Mean If My Course Is Non-Accredited?

Are you interested in studying a non-accredited course, but not sure whether it is worth the time and money? Many people are still under the impression that a non-accredited course has no value. This is not true. Non-accredited courses are great for learning a new skillset or building on your existing proficiencies. What's more, they are shorter in duration, which means that you can gain a new skill set in as little as six months.

What you need to know about non-accredited courses

- A non-accredited course has no connection to an external accreditation or professional body.
- Non-accredited courses focus on equipping the student with a specific knowledge and skillset.
- You can study a non-accredited course to help you in your current and future career, or for hobbyist purposes.
- Even though it carries no professional recognition, you can still list it on your CV.
- Non-accredited courses are often shorter in duration.
- Non-accredited courses are not as expensive as professional study programmes.
- Non-accredited courses are more affordable than accredited study programmes.

The advantages of studying a non-accredited course.

- The study material and assignments are not as complicated. Also, there are no exams.
- Non-accredited courses are often shorter in duration, which means that you can gain a new skillset in a short period of time.
- A non-accredited course can help you refine your skills.
- Non-accredited courses are still valuable in the job market.

- You can build on your knowledge and skill.
- The entrance requirements for non-accredited courses are not as strict as those for accredited courses.

Even though, this workshop is a non-accredited workshop, rest assured **NWSD is Accredited by the British Accreditation Council (BAC) as an International Centre.**

The achievement was awarded after the school underwent a rigorous evaluation process as well as an inspection by the BAC Inspectors from the UK. This International Accreditation is just one step in ensuring that the school's approach to teaching and learning is recognised and quality assured providing our students with a better platform to launch their careers in the fashion industry.



The British Accreditation Council (BAC) provides a comprehensive quality assurance scheme for independent further and higher education in the UK. BAC accreditation is recognised the world over by students, agents, and government officials as the clearest mark of educational quality in the private sector.

The BAC is a member organisation of the European Association for Quality Assurance (ENQA) in Higher Education.

Your Lecturer – Melanie Els



Melanie Els is a professional photographer based in Klerksdorp, known for her documentary and lifestyle photography. She has a reputation for capturing honest, raw, and emotive images that tell a story. Melanie operates solo on assignments and is also a registered birth photographer with the South African Birth Photographers Association (SABPA). Her work reflects a successful blend of creative flair and a genuine passion for seizing narrative moments through her lens.

Her photography services extend to various genres, including weddings, portraits, and photojournalism, showcasing her versatility and dedication to the art. Clients have praised her for the love and effort she puts into every photo, highlighting her ability to personalize and capture the essence of her subjects.

Melanie's approach to photography is not just about taking pictures; it's about creating art and preserving memories in the most authentic way possible. Her portfolio is a testament to her talent and the unique perspective she brings to her craft.

PRODUCT PHOTOGRAPHY REGISTRATION FORM

Please complete form and scan and send back to charles@nwsd.co.za including your proof of payments.

This contract confirms the registration of _____ (name of student) for the workshop,
PRODUCT PHOTOGRAPHY.

I, _____ (person liable for payment of fees) the undersigned, understand and accept the above-mentioned student for the above-mentioned course.

I understand that the registration fee is not refundable on cancellation by myself or the student. I understand that North West School of Design will however reimburse the registration fee, should the course gets cancelled by North West School of Design.

I, _____ (name of student) that once, the course has started and the student withdraws a 15% cancellation fee of the total course fee to be repaid to North West School of Design.

I also understand and accept that lessons that have been missed from student, will not be refundable or deducted from the total class fees payable, as the price of the course is related to the course content and not hourly/class rate. Students must also abide to class times and class set-out schedules.

Registration forms to completed and be emailed back to charles@nwsd.co.za
Also remember your copy of your id and also proof of address.

Banking Details:

Bank: FNB Klerksdorp
Account no: 621 0603 2866
Account name: Protocol General Sales TA NWSD
Ref: **PP & Surname**

Details of person paying the fees

Student Details

Name	Name
Id number	Date of Birth/Id Number
Cell number	Cell number
Work Telephone Number	Home Telephone Number
Home Address	Home Address
	Email Address
Signature of person paying fees	Signature of student
Signature of Witness	Name of Witness