

## Course Name: Comprehensive Basics

- ✓ **Hours of Instruction per Week: 3**
- ✓ **Total weeks: 16**
- ✓ **Total Hours of Instruction: 50**
- ✓ **Courses transferable to ECTS**
- ✓ **Courses transferable to U.S. System**

## Objectives:

Creativity is part of artistic learning process. The workshops that we propose are aimed to promote the motivation and enthusiasm to create, can be made at any time during the course of training in photography, and are an ideal complement to every photographer.

It is intended for those who want to learn photography for expressive purposes and/or as a professional complement. The purpose is to encourage the student to undertake a personal aesthetic exploration through a solid command of the tools and basic concepts of photography in a dynamic environment, participatory and focused on the practice.

## Course Description:

During the course you will learn everything related to the handling and operation of digital SLR equipment, because that is the technology that is currently in development. Variables that come into play when a picture is taken: aperture, shutter speed, sensitivity of the sensor, as involved and combine these variables. The light and its properties. Different types of lighting. Creative use of light. Basic photometry. Types of lenses, filters, color camera and flash. Editing and Retouching digital basics: formats and sizes for different uses; techniques and concepts for image correction (color, saturation, contrast, brightness). During the journey of the course, you will combine the above techniques with expressive slogans of composition and framing, designed to encourage creativity and capacity for expression as an author.

## Methodology

During the course you will learn everything related to the handling and operation of digital SLR equipment, because that is the technology that is currently in development. Variables that come into play when a picture is taken: aperture, shutter speed, sensitivity of the sensor, as involved and combine these variables. The light and its properties. Different types of lighting. Creative use of light. Basic photometry. Types of lenses, filters, color camera and flash. Editing and Retouching digital basics: formats and sizes for different uses; techniques and concepts for image correction (color, saturation, contrast, brightness). During the journey of the course, you will combine the above techniques with expressive slogans of composition and framing, designed to encourage creativity and capacity for expression as an author.

---

**Mente Argentina** – Av. Santa Fe 3192 4B, Buenos Aires, Argentina.

**ARG.** +54 (11) 3968 7861

**USA.** +1 (858) 926 5510

**UK.** +44 (020) 3286 3438

Email: [info@MenteArgentina.com](mailto:info@MenteArgentina.com) | | [www.MenteArgentina.com](http://www.MenteArgentina.com)

## **Course Name: Creative Vision (Workshop)**

- ✓ **Hours of Instruction per Week: 3**
- ✓ **Total weeks: 12**
- ✓ **Total Hours of Instruction: 36**
- ✓ **Courses transferable to ECTS**
- ✓ **Courses transferable to U.S. System**

### **Objectives:**

Creativity makes up part of the whole process of artistic training. The workshops that we propose are aimed to promote the motivation and enthusiasm to create, they can carry out whatever moment of the Journey of Formation in Photography, and it's an ideal complement for every photographer.

The course is oriented to students who want to learn photography as a way of expression in a relaxed atmosphere, those with a never-ending search of creativity. The objective of this workshop is to comprehend the fundamental importance of composition in photography, promote the creativity and the help of the student to strengthen his/her ability and understanding of the search for his own photographic identity.

To carry out this workshop, it is necessary to bring a photo camera. It can be analogical or digital (the model or brand is not important). It is recommended but not necessary to be able to relate the basic knowledge of photography.

### **Course Description:**

This is a practical and theoretical workshop where you will study theoretical concepts related to composition, framing, color, background depths, and lecture of photo dynamics, among others, that can later be practiced during group photography outings with the professor's guidance. Some of the themes to photograph during the outings will be: architecture, urban portrait, abstraction and symbolism, bars, doors, windows and balconies, black and white composition, etc.

### **Methodology**

The workshop is geared towards production, as well as the analysis of the produced material. In relation to the formative process used throughout the course, there will be a show where all participants can exhibit their best photographs (both individual and group works).

## Course Name: Photojournalism

- ✓ **Hours of Instruction per Week: 3**
- ✓ **Total weeks: 16**
- ✓ **Total Hours of Instruction: 48**
- ✓ **Courses transferable to ECTS**
- ✓ **Courses transferable to U.S. System**

### Objectives:

Photojournalism is an artistic and informative activity, of social columns and of historical memory. It deals with a new form of journalism that utilizes photos to narrate stories as a way to give people the knowledge of news.

The objective is to develop photojournalists, committed, creative and motivated to work in this important area of photography, bound together with the right to the information, the transmission of knowledge, and the communication, as much graphically as audiovisual.

We depart from the experience in the field of work and the encounter with reality that is going to be photographed; Providing the technical and theoretical tools necessary to learn the craft of photojournalist and be able to practice it; our course will provide you with the tools necessary to perform as a professional in various media, both graphic and audiovisual.

This course is oriented to all of those with basic knowledge in photography, professional photographers, graduates or university students of related areas, such as: sociology, anthropology, history, social communication, cinematography, advertising, fine arts, among others.

### Course Description:

A number of the subjects developed within this course will include: history of photo- journalism, language and production of informative photography, news, perception of photographic journalism, photographic expression, the makeup of the informative photo, relations between visual and written text, aesthetic and photojournalistic framing, concepts of visual composition, light and the dramatic utilization, contents of photo journalism, celebrities, semantic code, the competition and paper of the reader, the cultural context, analysis of the means of communication, types of press, methods of visual manipulation, models of analysis, theories around ways of looking at the object (Lorenzo Vilches, Ronald Barthes), action photography, photographic reporting, the unique photo, the essay, the journalistic portrait, the editorial photo, and the illustration, photo-journalism, the methodological construction of investigation: idea, topic, shutter release. Photographic guide, production and post-production, processes of editing, visual-conceptual continuity.

### Methodology

The course develops in practical-theory classes, where you will deal with the contents creating a space of reflection around the use of the photographic, journalistic image in the representation of the socio-cultural problems, the transmission of the knowledge and the portrait of the reality. The program will give the students a theoretic base that will sustain the practical works, complemented with visual material and personalized advice around the practical works. You will carry out a photojournalistic project to finalize the specialization, in which each student will develop a series of photographs pertaining to: the choice of theme, the investigation, the design, the planning of the event to cover, elaboration, edition, and synthesis.

**Mente Argentina** – Av. Santa Fe 3192 4B, Buenos Aires, Argentina.

**ARG.** +54 (11) 3968 7861

**USA.** +1 (858) 926 5510

**UK.** +44 (020) 3286 3438

Email: [info@MenteArgentina.com](mailto:info@MenteArgentina.com) | | [www.MenteArgentina.com](http://www.MenteArgentina.com)

## Course Name: Documentary Photography

- ✓ **Hours of Instruction per Week: 3**
- ✓ **Total weeks: 16**
- ✓ **Total Hours of Instruction: 48**
- ✓ **Courses transferable to ECTS**
- ✓ **Courses transferable to U.S. System**

### Objectives:

The aim of this course is to train professionals who are capable of working in different media and in different areas: editorial portrait, photo essay, landscaping, photography, illustration and photo editing. It starts from the experience in fieldwork and the encounter with the reality that to be photographed.

The course aims to give students conceptual and practical elements for the creation and realization of documentary photographic projects. The course will show different features and possibilities of the photographic, contemporary documentalism, projecting its usefulness to different fields of application. It will be presented to photography as a tool of mediation, which allows an approximation to the reality of communities, individuals and social contexts.

This course is aimed towards people with knowledge of photography, professional photographers, students and university graduates/scholars of related careers (sociology, anthropology, history, social communication, film, advertising, fine arts, among others).

### Course Description:

The specialization in documental photography is divided in three modules:

- I. Introduction to documental photography: History of documental photography, stages of the representation reality, the event of the document, features of contemporary photographic documentary, tension of objectivity /subjectivity, the difference between documentary photography and photojournalism, exercising of the gaze and consumption of images, language of the documentary image, documentary formats. Ethics of the gaze.
- II. Editorial photography: Editorial Portrait, paradigmatic portraitists. The editorial, journalistic portrait and copyright. The custom publishing. The interview. The pose. The set and decontextualized portrait. The photographic production in media. The thematic approach. Address of character. The lighting in the service of the idea. Report of landscapes and places. Urban landscape. Industrial landscapes. Travel photography. Photograph of illustration. The illustration as a synthesis of the news. The creative process. Elements of manipulation of the image with an artistic purpose. The illustration depending on the editorial sections. The Visual components of photography. Relationship between the

---

**Mente Argentina** – Av. Santa Fe 3192 4B, Buenos Aires, Argentina.

**ARG.** +54 (11) 3968 7861

**USA.** +1 (858) 926 5510

**UK.** +44 (020) 3286 3438

Email: [info@MenteArgentina.com](mailto:info@MenteArgentina.com) | | [www.MenteArgentina.com](http://www.MenteArgentina.com)

visual and written text. Photographic editing. Contemporary tendencies. Construction and planning of the visual narrative. Visual continuity. Editorial Design and Implementation Page.

III. Documentary photography projects: the documentary by author. The technical and expressive exploration. Critical attitude, conjectural, unequal and persuasive. Position taken by the author. Style as control, combination and repetition of methods and techniques. Methodology of the photo-documentaries. Conditions of pre-production, production and post-production. Theoretical Delimitation of the photo-documentary. Stages of the Indent photo. Development of the photo-documentary. Making the documentary. Preparation of the portfolio documentary. Notions of editorial design.

These three modules are complementary to each other and make the technical exploration-expressive of photographer-filmmaker.

### **Methodology**

The course will be developed in practical-theory classes, where you will learn the content of the modules, creating a space for reflection about the use of the photographic image documentary in the representation of the social and cultural problems. Will give students theoretical bases that support the practical work, supplemented with visual material and advice personalized practical work. A documentary project will be held at the end of the specialization, in which each student will develop a series of photographs with a theoretical background, responding to a problem of interest accompanied with the necessary analysis enabling it to formulate a conceptual bet and then develop it in photo documentary project.

## Course Name: Experimental Lighting Workshop with portable flash

- ✓ **Hours of Instruction per Week: 3**
- ✓ **Total weeks: 12**
- ✓ **Total Hours of Instruction: 36**
- ✓ **Courses transferable to ECTS**
- ✓ **Courses transferable to U.S. System**

### Objectives:

The objective of this workshop is to make maximum use of the new communication tools of the flashes between them and the camera. The new technology ITTL and ETTL will help control the expositions and to extend the duration of the battery of the flash. To address techniques of construction for the control of light with simple materials and economics.

Intended for people with previous understanding of the basic knowledge of photography and illumination and who also want to dig more deeply and get the most benefit out of the techniques of creative use of light.

### Course Description:

Learning techniques of illumination, such as synchronization of various flashes, flashman technique, painted and colored with light, absolute control of the light, calculation of the number of guide, law of square applied inversely, creation of accessories for flash, mix of continuous light and flash, illumination for multiple shots, among others.

### Methodology

Practical theory classes. Sessions in studios and outside.

## Course Name: Creative Development and Authoring Workshop

- ✓ **Hours of Instruction per Week: 3**
- ✓ **Total weeks: 12**
- ✓ **Total Hours of Instruction: 36**
- ✓ **Courses transferable to ECTS**
- ✓ **Courses transferable to U.S. System**

### Objectives:

The creativity is part of the whole process of artistic learning, here one can develop their creative enthusiasm.

This workshop is intended for people with the desire to explore their artistic capacities, with previous understanding of the basic knowledge of photography to look for stimulation within the personal development of creative identity, learning from the principal works carried out by most influential photographers in the world.

### Course Description:

Proposes the analysis of works of both renowned authors and students. The aim is to develop student creativity as an expression from the training of the eye.

### Methodology

Practical theory classes.

## **Course Name: Therapeutic Photography**

- ✓ **Hours of Instruction per Week: 3**
- ✓ **Total weeks: 12**
- ✓ **Total Hours of Instruction: 36**
- ✓ **Courses transferable to ECTS**
- ✓ **Courses transferable to U.S. System**

### **Objectives:**

Therapeutic Photography is a therapeutic technique that explores the emotional processes of photography by expressing the point of view of the subject. Intends to reflect in directions that may be useful for oneself and others, beyond a simple visual record of reality.

Aimed at those who wish to develop their own expressive talent, whether artistic, professional purposes or self-knowledge.

Using photography to promote the deployment of personal and social skills.

Those who wish to use photography as a means of expression to help other people

### **Course Description:**

The proposal is to develop creativity and to discover ones photographic calling to apply in the professional or personal sphere.

### **Methodology**

Practical theory classes.



## **Course Name: Digital Processing 1**

- ✓ **Hours of Instruction per Week: 3**
- ✓ **Total weeks: 16**
- ✓ **Total Hours of Instruction: 48**
- ✓ **Courses transferable to ECTS**
- ✓ **Courses transferable to U.S. System**

### **Objectives:**

This course is the ideal complement to improve the quality of your photographs, significantly expanding, through the creative use of digital editing, the expressive power of your images.

This course is intended for professionals and amateurs alike, preferably with knowledge of photography and camera handling, interested in the production, editing and publishing of digital images.

### **Course Description:**

To end the semester, the student can address basic retouching and installation as well as basic manipulation their own works.

Among the topics to be developed are: Introduction to digital photography, types of capture, file formats of image, color depth, adobe bridge, rating, scaling, resampling, selection tools, tools for painting, balance of color, selections and channels, interactions between channels, layers and their functions, text, liquefy, introduction to camera Raw tools.

### **Methodology**

Proposed demonstrations and practices that are aimed at the acquisition of new knowledge in a holistic manner; working on the eye of the photographer, his creative process and the strong use of digital techniques appropriate to the kind of images that the student wants to produce and the message that they want to communicate.

## Course Name: Digital Processing 2

- ✓ **Hours of Instruction per Week: 3**
- ✓ **Total weeks: 16**
- ✓ **Total Hours of Instruction: 48**
- ✓ **Courses transferable to ECTS**
- ✓ **Courses transferable to U.S. System**

### Objectives:

The intention of the course is that the student will become aware of the level of detail that can handle and to know how to implement the tools to accomplish parts of maximum precision and quality.

This course is intended for professionals and amateurs alike with a prior knowledge in handling a digital camera and with previous notions about management of the program Adobe Photoshop.

### Course Description:

At the end of the course, the student is prepared to edit and postproducing their own shots in RAW format, both in the developing and the postproduction and assembly.

Among the topics to be developed are: Introduction to Camera RAW: White Balance, reading of histogram, basic settings, balance, crop, lens correction, prompt correction, adjust and balance by areas, masks, layers of padding, uniform color, degrade, among others.

Mask layers: mounting, use of masks, layers of padding, uniform color, degrade, among others. Color densitometer by balance: white balance, skins, shadows.

Adjustment Layers: Hue and saturation, color balance, curves, levels, selective color, photo filters, clipping mask masks of group, among others.

Frequency separation techniques

Smart objects: Raw as smart objects, smart filters, PSD as a smart object, among others.

### Methodology

Practical Theory classes

## Course Name: Lightning

- ✓ **Hours of Instruction per Week: 3**
- ✓ **Total weeks: 16**
- ✓ **Total Hours of Instruction: 50**
- ✓ **Courses transferable to ECTS**
- ✓ **Courses transferable to U.S. System**

## Objectives:

The objective of this course is to stimulate the creative use of light using a practical approach to resolve any situation related to lighting, both through the use of professional equipment as with homemade innovations and tricks.

Intended for students who wish to continue their technical training with regard to the handling of the light. The photograph is a print on light sensitive material, which is why ability to manipulate the light is essential to have control over the photographs that we wish to obtain.

## Course Description:

During the courses you will learn: key concepts to interpret light and illumination, equipment, professional photographer and accessories study (quartz, light tube, fresnell, camera flash and wireless Studio flash), schemes of lighting, portrait and fashion, advanced metering and management of contrasts, temperature color, film and cameras in different formats. Also during the tour, the technical understandings will be accompanied by creative concepts with regard to the photo shoot: idea, planning, and armed model address.

## Methodology

Learning presents itself as a big attraction 'in studio', so that the student familiarizes himself with the professional equipment, but simultaneously they are taught not to limit themselves if when making their own independent productions they have to resolve situations of light with the resources they have available. They work with artificial and natural light. The equipment for the courses is provided by the school. The methodology of the work is practical theory. There are demonstrations and group and individual practices aimed at the acquisition of new knowledge in an integrated manner, as well as kinds of criticism of images to highlight successes and make the necessary corrections; working on the eye of the photographer, his/her creative process and the strong use of lighting techniques appropriate to the kind of images that you want to produce.

## Course Name: Advertising Photography

- ✓ **Hours of Instruction per Week: 3**
- ✓ **Total weeks: 16**
- ✓ **Total Hours of Instruction: 48**
- ✓ **Courses transferable to ECTS**
- ✓ **Courses transferable to U.S. System**

### Objectives:

This course is designed especially for those who wish to engage in the work field of the advertising photography. The same delves into different techniques to entice consumers through the image. Intended for people with advanced knowledge of photography, and want to penetrate into professional advertising photography and production.

### Course Description:

Advanced Techniques and timely professional lighting specific for each family of products (food, bottles, plastics, automotive, glass, etc., etc.) that are combined with the learning of "small tricks" to achieve high visual impact. The program also ventures into types of production, composition and special techniques used by the advertising photographers. Some of the contents are: adaptation of the image to the requirements of advertising promotion, lighting in small spaces, food and real drinks and facsimiles, special effects: mixed light, double exposure, prolonged exposure, freezing of movement; production: preparation of objects and scenery. Practices with: crystals and glass, leather, plastic, electrical appliances, cutlery, machines, tools, jewelry, packaging and labels, stamped silver and gold, liquids: beer, wine, soft drinks, food, conservation of the fresh appearance in meats, fish and fruit.

### Methodology

The mode of learning is practical and theoretical. The students will be provided with theoretical bases that support the practical work, support with visual materials and personalized advice on practical work. The labs are in photo studios, using large format cameras (10 x 12cmm) and digital cameras and professional lighting equipment.

Learning presents itself as a big attraction 'in studio', so that the student familiarizes themselves with the professional equipment, but simultaneously they are taught not to limit themselves if when making their own independent productions they have to resolve situations of light with the resources they have available. Working with artificial light and natural light. The equipment for practices is provided by school. Proposed demonstrations and individual/group practices are aimed at the acquisition of new knowledge in an integrated manner, as well as types of criticism of images in order to highlight successes and make necessary corrections; working on the eye of the photographer, his creative process and the strong use of lighting techniques appropriate to the class of objects that you want to photograph.

**Mente Argentina** – Av. Santa Fe 3192 4B, Buenos Aires, Argentina.

**ARG.** +54 (11) 3968 7861

**USA.** +1 (858) 926 5510

**UK.** +44 (020) 3286 3438

Email: [info@MenteArgentina.com](mailto:info@MenteArgentina.com) | | [www.MenteArgentina.com](http://www.MenteArgentina.com)

## Course Name: Fashion Photography

- ✓ **Hours of Instruction per Week: 3**
- ✓ **Total weeks: 16**
- ✓ **Total Hours of Instruction: 48**
- ✓ **Courses transferable to ECTS**
- ✓ **Courses transferable to U.S. System**

## Objectives:

Students are introduced to a range of knowledge that allows them to understand the environment in which they wish to be entered, and at the same time there is a review of the basic points in regards to the professional practice within the world of fashion photography.

Aimed at people who have advanced skills in photography and lighting and wishing to break into the professional photography of Fashion advertising.

## Course Description:

The following topics will be developed during the courses: introduction to fashion photography, the origin of fashion, articulation of photography of fashion within various historical contexts, presentation of relevant authors, icons of fashion design and its relationship to photography. Description of the editorial work, notion of relevance according to the consuming public, different editorial lines approach. Job description of campaign, concept of brand image, structure, commercial work, book, casting. Fashion photographer team: general production, styling, make-up, styling and art direction.

## Methodology

The mode of learning is practical and theoretical. It will give students theoretical bases that support the practical work, supported with visual material and advice customized on personal projects. The exercises are developed in photographic studies, using digital cameras and professional lighting equipment. Proposed demonstrations and individual and group practices aimed at the acquisition of new knowledge in an integrated manner, as well as kinds of image analysis to highlight successes and make the necessary corrections; working on the eye of the photographer, his/her creative process and the strong use of lighting techniques appropriate to the kind of images that they want to produce.

The course includes model and professional makeup artist in all classes. Also teams of lighting classes are supplied by the school.

## Course Name: Image Manipulation and Retouching

- ✓ **Hours of Instruction per Week: 3**
- ✓ **Total weeks: 16**
- ✓ **Total Hours of Instruction: 48**
- ✓ **Courses transferable to ECTS**
- ✓ **Courses transferable to U.S. System**

### Objectives:

The aim of this course is to encourage creative and well-informed use of digital image editing applications, acquiring expertise in the application of techniques of professional use.

This course is for all those persons who have knowledge photography, notions of Photoshop (interface and management of files) and wish to perform professionally in digital post-production.

### Course Description:

During the course you will learn advanced techniques with regard to digital manipulation of the image using as a working tool for the program editing and retouching digital "Photoshop". The themes to be developed are: vector images and raster, process of digital capture, resolution and acutance, processes of interpolation in image quality, color depth, relationship between contrast and dynamic range of the sensor, RGB histogram, recovery of complex selections, masking techniques, and histograms analysis, working with adjustment layers, localized editing techniques, professional color correction, publication of images, panoramic and 360 ° images, HDR images, RAW images, making a web portfolio, printing copies of hyper-realistic collages, video frame to frame retouching, retouching complex professional.

### Methodology

Proposed demonstrations and practices that are aimed at the acquisition of new knowledge in a holistic manner; working on the photographer's gaze, his/her creative process and the use of solid digital techniques appropriate to the class of images that the student wants to produce and the message they want to communicate. During the course there will also be included practical work which include: photomontage, color correction, restoration, composition, photography and design, among others.

## Course Name: DSLR Filmmaking

- ✓ **Hours of Instruction per Week: 3**
- ✓ **Total weeks: 16**
- ✓ **Total Hours of Instruction: 48**
- ✓ **Courses transferable to ECTS**
- ✓ **Courses transferable to U.S. System**

### Objectives:

We are currently going through a process of unprecedented technological change. It is no longer novelty cameras that bring the option of built-in video HD. This tool surprised not only the photographers, but also the world of cinematography; That is because, in addition to popularize the production, short films and video clips at a very low cost, this technological advance, put in the hands of photographers, a tool capable of producing images in motion, that is, capable of producing films, both for professionals and amateurs.

Aimed at all those people with basic knowledge in photography (preferably acquired in our school), wishing to break into the world of cinema, using as a working tool, the reflex camera that account with the option of shooting HD.

(It is not necessary to possess your own equipment to take this course.)

### Course Description:

Our goal is that students know and exploit the DSRL equipment capabilities and incorporate as their own cinematic language, being able to think and perform production and post-production of stories. The course will be organized in three highly related modules, they are:

#### **Module I Cinematographic Language**

Elements of film language: framing, flat size, angle. Camera movements: travelling and panning. MLAs and looks, rules of continuity. Concept drawing and Assembly. Focus and lens. Staging.

#### **Module II Credibility vs Reality**

Screenplay: structure, character, narrative. Dosage of the information. Genres. Story board.

#### **Module III Post Editing**

Assembly. Ellipsis. Court in motion. Sequence Level, internal mount. Different mounting styles. Advertising. Soundtrack: effects, environments and music. Expressive use of sound. Adobe Premiere Pro.

## Methodology

The classes are theoretical-practical. The classes will be accompanied by material samples, pooling and analysis of the work performed. We will develop a great amount of practice with equipment of the school. It will also work with themes such as Stop Motion, fiction, music video, documentary or other genres, where in addition to the technical aspect, it will work on creativity, storytelling, lighting, sound, production, staging and directing actors.

Post-production classes will take place at our school digital laboratories.

Students will take part in the filming of a short film. Doing the script, the staging, the direction of actors, filming and editing.

To complete the training process taken throughout the course, there will be a sample where the students will exhibit their best photographs (both individual and collective works).