



BASIC DIGITAL PHOTOGRAPHY

For Everyone!



www.tanyaleehervey.com

Visit our website for upcoming class dates:

www.tanyaleehervey.com

TANYA LEE HERVEY PHOTOGRAPHY

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WELCOME!

I'm so glad you're interested in or have signed up for *Basic Digital Photography For Everyone!* Photography is a wonderful hobby, and whether you continue it as a hobby or eventually make a career of it, you will always have things to learn. This course is a great place to start!



My course is designed for all ages; I've taught ages 8 to 66! The course teaches the basics in a not-overly-technical way, and is perfect for anyone that hasn't had any photographic education and wants to learn the basics.

My teaching style is casual and fun. I use the curriculum as an outline, but more often than not I speak freely as I'm inspired by student questions and comments. I encourage student participation, but I'll never put you on the spot. Everyone has their own comfort level when in a group or class situation—I'll respect that so you can be relaxed in class and focus on learning.

I like to keep the class size small (10 or less), as I feel it allows for more Question & Answer time. I highly recommend having a DSLR camera for this course, so you can start practicing what you've learned right away, plus you'll need it for the home assignments.

This packet contains all of the info you need to know about the first day of class, the curriculum, and more, but please don't hesitate to contact me at any time with questions.

I look forward to teaching you some skills that will last you a lifetime!

Tanya



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CURRICULUM

CLASS 1 - Introductions / History of Photography / Photographer's Toolkit

Introductions will be made and students and I will have a moment to speak a bit about themselves if they wish. Students will learn about early photographic processes from pre-film to digital, and what photographers typically have in their gear bags. Materials will be handed out. Students will have an assignment to do at home.

CLASS 2 - Exposure ("The Exposure Triangle"): ISO, Shutter Speed, Aperture

In this class, students will learn all about exposure, the three settings that comprise the exposure triangle and how they relate to each other, and how to control the light coming into the camera. Students will have an assignment to do at home.

WORKSHOP—Directly after Class 2 I will post some workshop dates in the Facebook student's only group so we can work in small groups or 2-3, actually shooting and going through all three parts of the exposure triangle.

CLASS 3 - Camera Settings

In this class we'll be exploring the camera settings that control exposure and all of the automatic modes as well, and it will be very helpful to you to be able to use your own camera. Students will also learn about "color temperature" and "white balance". Students will have an assignment to do at home.

CLASS 4 - Composition

Students will learn how to create an interesting photo using rules of composition with a focus on portraiture, the Rule of Thirds, Leading Lines, and Framing. Students will have an assignment to do at home.

CLASS 5 - Lighting / Posing / Careers in Photography / Wrap-Up Q&A

Students will learn about natural and artificial lighting, how to pose human subjects and put them at ease. We'll discuss various careers in photography. Students will be given their Certificate of Completion, and we'll have extra time for Q&A before dismissing.

SUMMER WORKSHOP—In April or May I'll announce two dates in the summer to go on location and do a hands-on workshop. These dates will be announced on the students only Facebook group page, and an e-mail blast will be sent out as well.

Individual Instruction Voucher

Each students' course packet will have a voucher that is good for one 1/2 hour of individual instruction with me anytime after completing this course. Students may use the 1/2 hour to have me further explain something from class they didn't fully understand, or they may want me to elaborate more on a particular topic that interested them, or they may just want to use the 1/2 hour to fire random questions at me. However they wish to use their time is fine. For families with one or more members that completed the course and have a voucher, they can choose to combine their vouchers into a longer, shared appointment if they wish. To redeem your voucher, simply contact me and we'll find a time that works with your schedule!

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REQUIREMENTS

To get the most out of this course, the following is required:

- Digital SLR camera with interchangeable lenses, automatic and manual modes
- Ages 8 and up
- Commitment to the class schedule and home assignments**
- Desire to learn photography and regularly practice what you've learned

*** Each student will be given one make-up day for a missed class, but please understand that I am a busy studio and am unable to accommodate more than that without a fee*

This class has lots of fun built in! You will be encouraged to talk and share your thoughts and work, but I understand that some people are shy, and I will always respect that.

My goal is to have you leave this class with enthusiasm about what you've learned and a desire to learn more about the wonderful art of photography!

I am always available for quick questions, so please don't hesitate to ask! If you think you would benefit from additional instruction, I can provide individual instruction in 1/2 hour increments with appointments to fit your schedule. Please contact me for more details.

YOU WILL GET TO KEEP:

- * Course presentation as a PDF download
- * Inclusion in the students-only private Facebook group
- * Voucher for 1/2 hour individual instruction (a \$50 value)
- * Reference and How-To Sheets
- * Certificate of Completion
- * The fun memories!

PRICING

\$150 / 5 Week Course

The 5-week course runs several times per year in January, March and April. Additional dates may be added according to demand. Class size is limited to 12 students. Classes run on Thursdays from 6-7pm (sometimes until 7:30pm).

\$199 / 5 Week Course / Private Classes (available through August)

I offer private classes to fit your schedule, and classes do not need to be on the same day each week, so long as there is ample time between classes to get your home assignments done. Private classes can be tailored to your skill level if you've already got some basic knowledge and want to focus more on applying it. Private classes will also include a workshop and can also include an introduction to Lightroom.

\$199 / One-Day Intensive, Includes Lunch (available all year)

I only recommend this option for people who have to travel enough of a distance to the studio that it makes the 5-week option difficult. The One-Day Intensive is a 6 hour day and is offered only on weekdays (Monday—Friday). Five hours is instruction, review and Q&A, and one hour is for lunch, which is included in the price.

Pay in full, or pay per class. The first class must be paid for at time of registering. If you pay in full, you'll receive an additional half hour private instruction to add to the half hour that comes with the course.

Additional Individual Instruction

Add additional individual instruction to dive deeper into learning more about how to use your camera, composition, lighting, creating great portraits, uploading and organizing your images, printing, editing w/ Lightroom, or even shadow me on an actual shoot! Individual instruction is per person, and is billed in 1/2 hour increments. Weekday and weekends appointments are available.

\$50/hour Beginner Level

\$100/hour Intermediate Level

For Mentoring, Business Coaching and Marketing, please contact me for rates



FREQUENTLY ASKED QUESTIONS

Q: *Do you offer payment plans? How does it work? Is there interest?*

A: I do offer payment plans! You may register for the class with a \$30 deposit, and then pay per class (\$30). Payment per class is due when arrive for class. Simply contact me to let me know you'd like this option. There is no interest, and there are no additional fees for this option.

Q: *What happens if I miss a class? Can I make it up?*

A: Yes! Each student will be allowed one makeup day per course. I strongly recommend the make-up day take place before the next week's class, so you can stay on track with the course. Please know that I'm a busy studio, so unfortunately there will be a fee for additional make-up days. I do understand that life throws us curveballs at time, so if you've paid for the course and you must miss multiple classes due to illness or family emergency, then you may take the next course that is offered.

Q: *What methods of payment do you accept?*

A: I accept cash, checks, money orders, and credit/debit cards

Q: *What is the class size?*

A: The maximum class size is 12 people.

Q: *If parents have to be present during class with their child, aren't they getting the course for free?*

A: My studio policy states that minor children under age 18 must be accompanied by a family member or adult family friend. Adults that accompany students may sit in the classroom (camera room), or they may choose to sit in the client sitting area/display room, just off the studio. Either way they will hear the instruction, but unless they too have registered for the class, they won't be able to participate in any way or get any course materials, they may only observe.

Q: *Do you offer a special price for families or groups?*

A: I do offer a special rate for additional immediate family members. This would include spouses and children. The first registration would be full price, and additional registrations would be at half price. Group rates are available, and are done on a case-by-case basis, so please contact me with details so I can see what I can do for your group!

Q: *Where are you located? Where should I park?*

A: Tanya Lee Hervey Photography is located at: 24 Union Street Rochester NH 03867. It is the white house w/ black fence right next door to Hervey's Tire Co. Please come to the front door (you will see my photography sign on the front lawn).

PARKING:

Weekdays: *At Hervey's Tire (please don't block any bay doors).

*At the Union Street public lot (next to the Antique store across the street)

* In the large parking lot next door (where the old Ben Franklin Crafts building is)

Weekends: * All of the above, plus the parking lot directly across the street

If classes are held at an alternate location, I'll provide parking info on the Facebook event page and also via e-mail for those not on Facebook.

Q: *Do I have to have a camera to take this course?*

A: To get the most out of this course, I highly recommend that you have a digital SLR camera (DSLR) with interchangeable lenses, automatic and manual modes. You will need this to practice exposure, and experiment with the various shooting modes. There are many resources for good pre-owned equipment, like Amazon, KEH Camera (online), eBay. Always be sure to read reviews, make sure the seller is reputable (for Amazon and eBay) and make sure some type of warranty or buyer protection is offered. I will be happy to recommend camera models to you, just ask!

Q: *Once I've completed this course, where do I go from there? Do you offer an advanced course?*

A: Plans for courses on photo editing and printing, as well as an intermediate beginner class may be offered in the future, but in the meantime, I offer individual instruction as 1/2 hour or 1 hour appointments. Kids entering high school can look into taking a photography class there, and will have a jump on the basics. One of the great things about photography is, there are so many resources out there (books, videos, YouTube, Creative Live online, and many more); you can continue to learn on your own or with additional individual instruction with me. I highly recommend that you regularly read about and practice what you've learned in this course on a regular basis.

If your question wasn't answered here, please let me know!

Call or text me: 603.842.2608

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