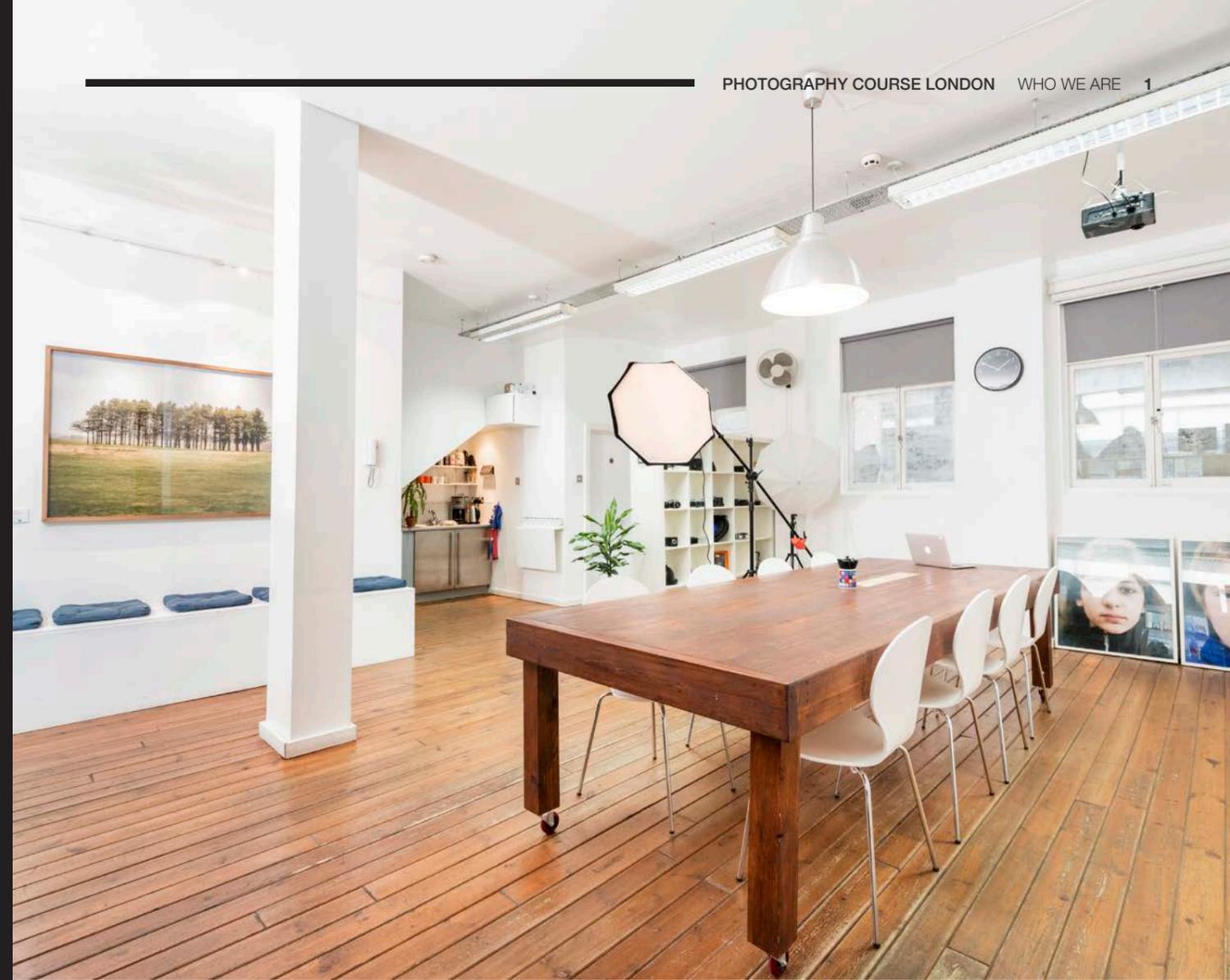


PHOTOGRAPHY
COURSE LONDON





IN-HOUSE PHOTOGRAPHY TRAINING

Helping Businesses Conquer the Content Economy.

- Increase control.
- Save time.
- Reduce costs.

WHO WE ARE

Photography Course London is an established photography school, operating from our professional studios in Shoreditch, London.

A close-knit team of experienced tutors, we have been teaching professional photographers, hobbyists and amateurs alike, for over a decade.

We offer one of the most comprehensive sets of photography tuition available in the UK and have a greater number of tutors than other studios, due to our insistence that each of our tutors is a specialist in the area they teach.

The complete package, backed-up with a decade of experience, supported by genuine, enthusiastic staff that are dedicated to helping our customers become better at what they enjoy.

IN-HOUSE TRAINING?

In recent years, PCL has increasingly been asked to deliver tuition to individuals and teams within businesses ranging from SMEs, through to large corporations, like Disney.

This demand is only increasing as social media begins to mature, product life cycles continue to shorten, and the volume and variety of marketing communications proliferate in line with improved data and media fragmentation.

To remain competitive, marketing departments have to almost be run as mini-publishing houses in their own right; a constant stream social media content, professional employee headshots, exciting event imagery, product photography, and more...not to mention the Photoshop requirements that arise on almost a daily basis.

With this increased demand for businesses to put out quality media which both promotes their products and strengthens their brand, it's becoming less and less practical to rely on the old outsourcing model – calling your agency or freelancers every time you have a requirement. Equally, it makes little sense to employ photographers and Photoshop specialists full-time for what is a narrow requirement.

This is why we developed In-House Photography Training, which is designed for businesses that have a requirement for high-quality imagery but, want to increase creative control whilst reducing the turnaround times and costs of outsourcing this increasingly frequent and important work.

In-House Photography Training very quickly arms your employees with the skills they need to take the highest quality photographs and use Photoshop like a pro. The course is designed to fit around your particular business requirements and can be run on-site or at our studio over the course of a full day, or split into smaller bite-sized chunks. We also offer bespoke training and advanced supplemental courses for those that have specific requirements.

“

“Photography Course London were excellent in helping me construct a bespoke one-day course that covered exactly what I was looking for...”

- **Alwyn Gosford**
Senior Video Art Director, Getty Images

Previous clients of ours, such as Warner Music, have found this training to be a valuable investment which has contributed hugely to reducing costs and turnaround time executing their ideas. Furthermore, by giving employees the skills they need to execute their creative ideas, we have found that the quality and originality of the imagery these clients are producing has also improved, due to the more integrated nature of the creative process from idea to execution.

With our In-House Photography Training, we are focused on supporting businesses to give their employees the skills they need to meet the challenge of the content-economy – empowering them to execute high-quality imagery, whilst reducing costs and turnaround time.

Increase creative control. Reduce turnaround time.
Minimise outsourcing costs.



WHY PCL?

Client

Getty Images

Requirement

“I was looking for a course on colour grading for video but could not find anything that matched my needs.”

The Course

“Photography Course London were excellent in helping me construct a bespoke one-day course that covered exactly what I was looking for. As senior video art director for Getty Images it’s not practical for me to spend several days out of the office on a training course and so the intensive one-to-one tuition suited me perfectly.”

What Benefit Did You Get from the Course?

“The tutor was very good, not only showing me how to use the tools available, but in which order to apply them – this especially has saved me hours of wasted time as I’ve been applying what I’ve learned. Photography Course London would be my first port of call for further training.”

- Alwyn Gosford

Senior Video Art Director, Getty Images

Client

Project Framing

Requirement

“We had a Photoshop issue which was very involved. We basically wanted a way of automating the of dropping images into different framing options for our website – something that we had been doing individually for some time but had been taking far too long.”

The Course

“It was a fantastic service, provided exactly what we wanted with helpful experienced tutors.”

What Benefit Did You Get from the Course?

“The benefits were amazing; we now are able to automate the process of adding images in frames to our website in a fraction of the time. Since taking advantage of the course we have now added over 3000 images to our website, which before taking the course would have taken months to complete. It means that we are constantly adding and changing artwork fast and efficiently.”

- Russell Bremner

Managing Director, Project Framing

CONTACT US

To find out more about how In-House Photography Training could work for you, please contact us.

Phone +44 (0)20 7729 1936

Website www.photographycourselondon.com

Email info@photographycourselondon.com

Address Photography Course London,
7 Printing House Yard, Hackney Road, Shoreditch
London, E2 7PR

Social

