In 2019 Advenio eAcademy and the Malta Institute of Professional Photography (MIPP) entered into a strategic collaboration agreement for the provision of quality online and blended learning programmes in photography and videography.

This collaboration enabled the MIPP to supplement its current range of on-site courses in photography for the local community of photography enthusiasts through the creation of the online course: Principles & Best Practices of Photography.

To supplement this online course, the MIPP will organise a series of online webinars. These will be provided on a complimentary basis to participants enrolling for this online course.
In addition, a series of online and on-site onsite tutorial workshops will be held to provide a more personal support. These activities will be provided at a separate cost and will include sessions dedicated to:-
1. Handling light on location
2. Posing people
3. Using studio lighting.
4. Photographing Architecture
5. Tackling street photography.
6. Painting with light.

Online Course: Eur 199
Onsite MasterClass: Eur 299
For more information and course registrations contact:

Advenio eAcademy
    Email: admin@aea.academy
Malta Institute of Professional Photography
    Email: courses@mipp-malta.com

Advenio eAcademy

(AeA), is an NCFHE certified Higher Educational Institution offering on-line certified courses at levels 4, 5 and 7 in entrepreneurship and related business studies. In collaboration with five European higher educational institutes, AeA offers the Masters programme in Entrepreneurship. Its interest in developing and co-ordinating the project with MIPP is to leverage its knowledge, expertise and resources in eLearning to develop complimentary knowledge networks in photography. This will be of interest to entrepreneurs in the sector to set-up and grow their business activity. AeA brings to the team key resources and capabilities related to the maintenance of the relevant on-line-resources central to the project's success.

Malta Institute of Professional Photography

(MIPP) officially came into being during a meeting held on the 2nd of October 1996 and its first General Meeting was held on the 29th of April 1997. Since then, the MIPP has grown from strength to strength, becoming an authoritative voice for the local professional photographic community as well as being the official Government-recognized body where legislation and regulation of the local Photographic Industry is concerned. The MIPP is committed to upgrading and regulating the industry, getting photographers to network with each other, as well as teaching and formulating guidelines on various important issues that the working photographer faces. The MIPP has its own Code of Ethics as well as a yearly revisable Statute, voted in by its members at an Annual General Meeting. Currently, a democratically elected President and four Committee Members run the Institute.

Advenio eAcademy & Malta Institute of Professional Photography

Principles & Best Practices of Photography

An online programme led by:
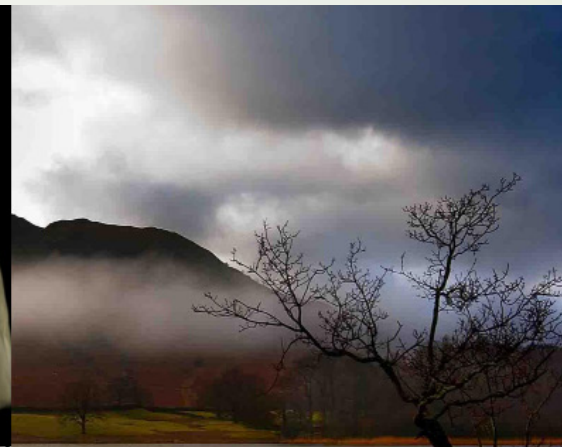## Kevin Casha
Master SWPP, FMIPP; FSWPP, AMPS, AMPA, Hon FMPS

About the online course:

Principles & Best Practices of Photography

The self-learning course modules include:-

- 12 Pre-recorded audio visual sessions of 1 hour duration with related course notes and workbooks
- Assignment briefs, relevant reference and reading lists (and any other supporting documentation)
- 12 Self-assessment exercises
- Podcasts and related support materials.

This practical online course is specifically aimed at persons wishing to make fast, practical inroads into photography. Learners will be able to apply acquired knowledge and carry out a range of tasks, follow correctly basic instructions and be aware of the right ways of using a digital camera. Participants will gain a broader background of the photography medium and gain competence in spheres like handling natural light and composition. The main aim of the course is to help learners gain the necessary skills to produce captivating imagery using the right techniques and practices, all this at their own pace

The course provides the knowledge base and learning framework to stimulate creativity and experimentation. It will provide participants with the motivation to delve deeper into what makes great images and help to improve their skills in photography.

Course Content

Session 1
How to Impress with Images
Session 2
Photographic Exposure: Aperture, Shutter Speed and ISO
Session 3
Knowing your Camera; Shooting Modes and Manual Photography
Session 4
Different Equipment and its Uses
Session 5
Handling Natural Light
Session 6
Learning Composition and Aesthetics

Session 7
Working with People in Photography
Session 8
Creating a Photographic Project
Session 9
Marketing Photographic Work
Session 10
The Importance of Digital Post Processing
Session 11
The Photographer as Predator: Street Photography
Session 12
Using Artificial Lighting