

ELEVATE YOUR CORPORATE BRAND PHOTOS

EXCLUSIVE PRACTICAL PHOTOGRAPHY MASTERCLASS FOR QUALITY CONTENTS



TIME TO UPSKILL FROM A PHOTO ENTHUSIAST
AND CLAIM A CREATIVE PHOTOGRAPHER POSITION



POWERED BY

TIA - CB

SHORT COURSES

20
25

REGISTER NOW

FOR ENQUIRIES

PLEASE CALL

+255752338555

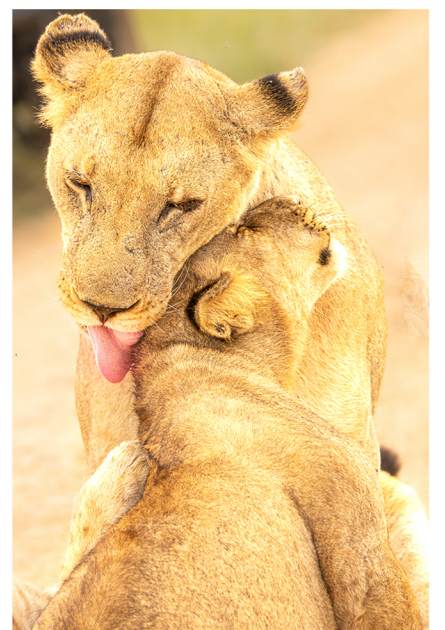
+255754948782

TARGET

This is a true Practical Masterclass focusing to upskill amateurs, photo enthusiasts, camera operators, photographers working for Ministries, Departments, Agencies, Local Government Authorities, Academic Institutions, NGOs, and Commercial Enterprises who want to improve and become creative photographers.

RESULT

At the end of this class participants will be confident and creative photographers with an artistic eye to shoot compelling, useful imagery as shown below.



HEADSHOTS

EVENTS

WILDLIFE

TO REGISTER FOR THE PHOTOGRAPHY MASTERCLASS

PLEASE CALL +255752338555
+255754948782

SEE COURSE OUTLINE, COST AND DETAILS IN THE
ATTACHMENT

VIEW SAMPLE
PICTURES ON

www.tia.ac.tz/consultancy
www.johnrhinophotography.co.tz

Introduction

Tanzania Institute of Accountancy (TIA) is a Technical Institution in Tanzania and a Government Executive Agency under the Ministry of Finance. It was established on 1 July 2002 by Government Notice No. 489 of 1 November 2002 and officially launched on 24 January 2003 as per Act No. 30 of 1997.

Following the growing need for quality content creation for Institutional and social media needs, TIA, through the Tanzania Institute of Accountancy Consultancy Bureau (TIA-CB), presents to your attention the Practical Photography Masterclass, an evolution of Photo Enthusiast/Amateur to a Professional Creative Photographer course. TIA-CB is a registered trustee mandated to coordinate short courses and consultancies at the Tanzania Institute of Accountancy. We provide tailor-made training in response to client needs.

Target

This course is prepared to equip and upskill marketing and public relations officers, amateurs, photo enthusiasts, and creative photographers working for Ministries, Departments, Agencies, Local Government Authorities, Academic Institutions, NGOs, and Commercial Enterprises. The course will be taught by an experienced and expert in photography, videography, and creative designs, ready to practically share knowledge, technical skills, and experience as detailed in the course outline. As presented in the course content, at the end of this course, participants will be able to understand each part of the course and practically shoot and deliver meaningful and useful photographs.

1.0 Course Title: Practical Photography Masterclass

2.0 Modules

This Practical Photography Masterclass will cover the Foundations of Photography, Technical Mastery, Composition, Introduction to Artificial Lighting, Photography Genres, Introduction to Post-Production, Branding and Photography Monetization, and Introduction to AI and its impact on Photography. Paid participants will receive the course content details during execution.

3.0 Course objectives

1. Introduction to Photography
2. Technical Mastery
3. Introduction to Post Production
4. Photography Branding and Monetization
5. Introduction to AI and the Future of Photography

4.0 Mode of Delivery: On location, Practical 70%; Theory 30%, including group/individual assignments

5.0 Duration: 7 days

Table 1: Course Outline

SN	MODULE	MODULE BREAKDOWN	TARGETS	MODULE BENEFITS /OUTCOMES TO A TRAINEE
1	Foundations of Photography	Understanding Your Camera	Ministries, Departments, Agencies, Local Government Authorities, Academic institutions, NGOs, and Commercial enterprises	At the end of this topic, the trainee will be able to: 1. Decide on camera choices 2. Manage and perform manual camera settings for different photo outcomes 3. Manage different camera mode choices for desired photo outcomes
2	Technical Mastery	1. Exposure 2. Focus	Ministries, Departments, Agencies, Local Government Authorities, Academic institutions, NGOs, and Commercial enterprises	At the end of this topic, the trainee will be able to: 1. Produce focus photographs and different depths of field based on the photograph's desired use 2. Produce creative photographs suitable for decoration use
3	Composition	1. Rules of Photography and Framing 2. Types of shots 3. Camera Position	Ministries, Departments, Agencies, Local Government Authorities, Academic institutions, NGOs, and Commercial enterprises	At the end of this topic, the trainee will be able to produce creative photographs based on the rules of photography and composition guidelines
4	Introduction to Lighting	1. Natural 2. Artificial light	Ministries, Departments, Agencies, Local Government Authorities, Academic institutions, NGOs, and Commercial enterprises	At the end of this topic, the trainee will be able to Manage photography in different light situations

5	Photography Genres	Portrait Photography 1. Sub-genre 2. Gear Choices	Ministries, Departments, Agencies, Local Government Authorities, Academic institutions, NGOs, and Commercial enterprises	At the end of this topic, the trainee will be able to produce creative and professional portrait photographs for different uses
		Landscape and Nature Photography 1. Sub-genres 2. Gear Choices	Ministries, Departments, Agencies, Local Government Authorities, Academic institutions, NGOs, and Commercial enterprises	At the end of this topic, the trainee will be able to produce creative and professional landscape photographs suitable for decoration and tourism marketing
		Documentary Photography	Ministries, Departments, Agencies, Local Government Authorities, Academic institutions, NGOs, and Commercial enterprises	At the end of this topic, the trainee will be able to produce professional real-life events, culture, and photojournalism
		Wildlife Photography 1. Gear Choices	Ministries, Departments, Agencies, Local Government Authorities, Academic institutions, NGOs, and Commercial enterprises	At the end of this topic, the trainee will be able to produce professional wildlife photographs
		Product Photography	Ministries, Departments, Agencies, Local Government Authorities, Academic institutions, NGOs, and Commercial enterprises	At the end of this topic, the trainee will be able to produce professional photographs for marketing
		Event Photography	Ministries, Departments, Agencies, Local Government Authorities, Academic institutions, NGOs, and Commercial enterprises	At the end of this topic, the trainee will be able to produce professional Corporate, Wedding, and concert photographs

		Culture Photography	Ministries, Departments, Agencies, Local Government Authorities, Academic institutions, NGOs, and Commercial enterprises	At the end of this topic, the trainee will be able to produce professional destinations, cultures, and experiences photographs
		Black & White Photography	Ministries, Departments, Agencies, Local Government Authorities, Academic institutions, NGOs, and Commercial enterprises	At the end of this topic, the trainee will be able to produce professional black-and-white photographs
		Time-Lapse Photography	Ministries, Departments, Agencies, Local Government Authorities, Academic institutions, NGOs, and Commercial enterprises	At the end of this topic, the trainee will be able to produce professional time-lapse photographs
		Light Painting	Ministries, Departments, Agencies, Local Government Authorities, Academic institutions, NGOs, and Commercial enterprises	At the end of this topic, the trainee will be able to produce professional light painting photographs
		AI-generated art	Ministries, Departments, Agencies, Local Government Authorities, Academic institutions, NGOs, and Commercial enterprises	At the end of this topic, the trainee will able to produce professional AI-generated photographs
6	Post-processing and	Editing Basics (Adobe Lightroom) 1. File management 2. Basic editing	Ministries, Departments, Agencies, Local Government Authorities, Academic institutions, NGOs, and Commercial enterprises	At the end of this topic, trainees will be able to produce important photos in Adobe Lightroom and Adobe Photoshop and professionally export an edited photograph

	Professional Workflow	Adobe Photoshop - Files Management - Basic Editing	Ministries, Departments, Agencies, Local Government Authorities, Academic institutions, NGOs, and Commercial enterprises	At the end of this topic, the trainee will be able to produce imported photos in Adobe Photoshop and professionally export an edited photograph
7	Branding and Photography Monetization		Ministries, Departments, Agencies, Local Government Authorities, Academic institutions, NGOs, and Commercial enterprises	At the end of this topic, the trainee will be able to: - Build a professional Photographer Portfolio - Draft a complete workable photographer business plan
8	Introduction to AI and its impact on Photography	- AI tools for Photography - AI and Future of Photography	Ministries, Departments, Agencies, Local Government Authorities, Academic institutions, NGOs, and Commercial enterprises	At the end of this topic, the trainee will be able to: - Understand how AI impacts photography - How to leverage AI tools for photographers - Align with AI and the future of photography

Table 2: Course Location and Fee Details

	PLACE	COURSE NAME	DURATION IN DAYS	DATE	TRAINING FEE	SERVICES	REMARKS
1	Arusha Tanzania	Practical Photography Masterclass	7	1 – 7 December, 2025	2,000,000/=	1. Breakfast 2. Lunch 3. Certificate 4. Trip to Ngorongoro Crater	A trip to Ngorongoro Crater will expose trainees while equipping them with practical experience of Landscape and Wildlife shooting

Please note that the training fee covers venue, meals, and a certificate, to be paid to the Tanzania Institute of Accountancy Consultancy Bureau (TIA-CB), account number 20710076262, at National Micro Finance Bank. Consider fees for training in Namibia, Nairobi, and Mbabane for reference in the following tables.

