

Dental photography Visual identity/ Marketing/ Video/ Making off

26-27-28 March 2020

8F Jeanne Barret str., Parc Valmy, Dijon



Module 1 26-27

Dental Photography +
Visual Identity + Marketing

€1460 /person

Module 2 28

Video + Making off

€950 /person

Full 26-27-28

Dental Photography + Visual Identity + Marketing + Video +
Making off

€1840

Day 1 / 26 Mar

Dental Photography

09:00 Theoretical part:

- Equipment for dental photography
- Settings for dental photography
- Calibrating camera & lens for dental photography
- Using camera in full M manual mode like a PRO
- Marketing & Facebook through photography

14:00 Hands-On & Tips & Tricks part:

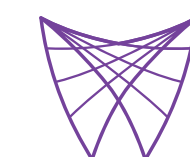
- Intraoral photography tips & tricks
- Shade & Colour in dentistry
- Crosspolarisation photography
- Laboratory photography
- Portrait & close-up in dentistry
- Artistic photography



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Day 2 / 27 Mar

Visual identity / Marketing

09:00 Part I hands-on:

- Keynote set-up & basics
- Creating a logo
- Create marketing materials: business cards, flyers, posters, brochures, graphics.
- Editing photography made on day I
- Keynote & Aperture for photo documentation and storage

14:00 Hands-On & Tips & Tricks part II:

- Using social media as marketing tool
- Facebook tips & tricks hands-on
- Youtube channel tips & tricks
- Copyright & legal issues



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Day 3 / 28 Mar

Video / Making off

09:00 Part I hands-on:

- Video equipment basics
- Setting up movie studio set
- DSD basic video documentation protocols
- Creating script/scenario
- Making off video I - Clinic/Lab presentation
- Making off video II - Patient testimonial

14:00 Hands-On & Tips & Tricks part II :

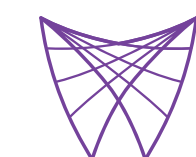
- Editing like a PRO - Final cut pro
- Using templates & sound
- Copyright & legal issues



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Requirements

- DSLR Canon/Nikon
- for photo - 100 mm f2.8 macro lens (recomended Tokina 100 mm macro)
- for video - 24/35mm lens
- Macbook Pro (not Air) latest updates and not older than 2015
- Keynote latest version
- Final Cut Pro latest version



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Limited places!
Reserve now

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