

LEICA
AKADEMIE
SINGAPORE



VISUAL STORYTELLING

Photography & Videography

UP TO
70%
SkillsFuture
Subsidies

SFC
Eligible

PSEA
Deductible

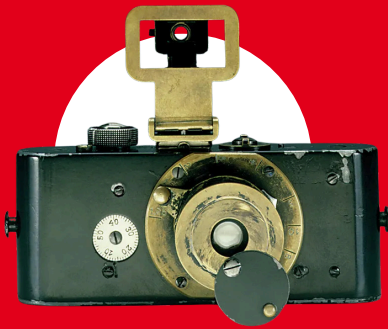
UTAP
Eligible

Official Training Partner

hustle.

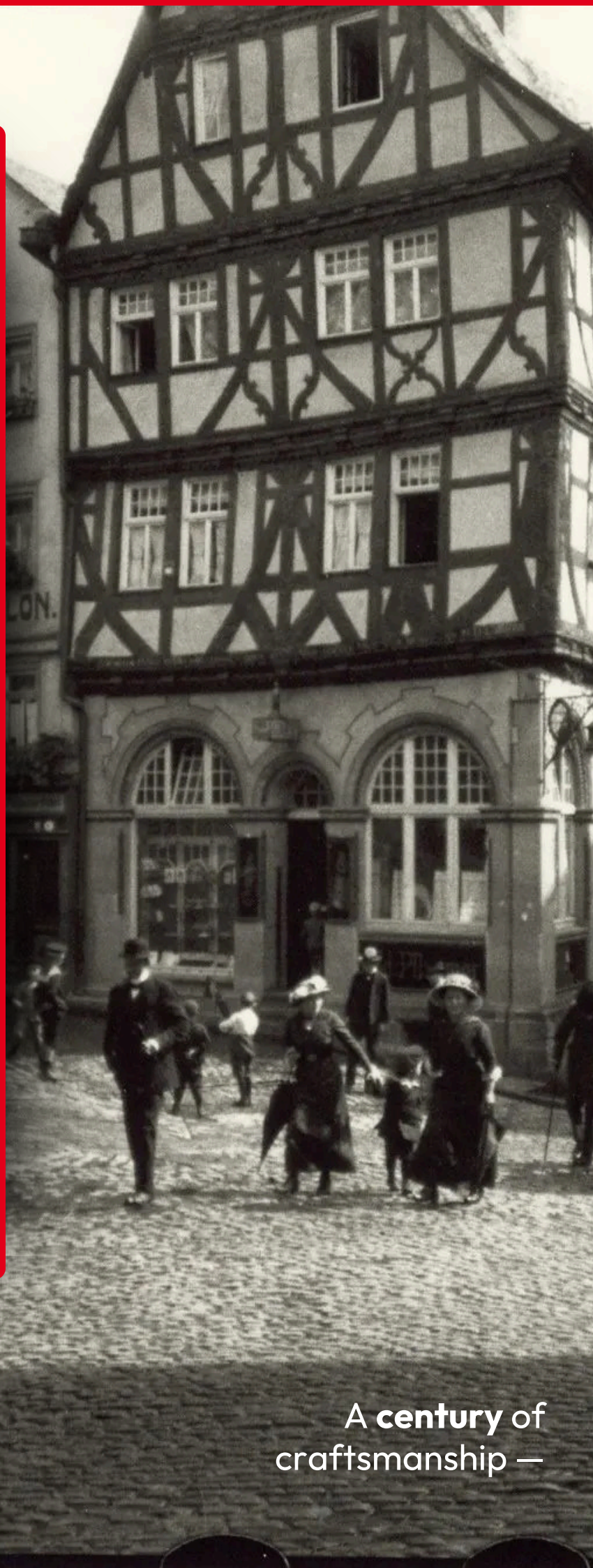
— A Moment That Changed Photography Forever

In 1914, Oskar Barnack crafted something extraordinary — a **compact, bodyless prototype camera**, known as the Ur-Leica. Designed in a world of bulky plate cameras, it was built for freedom, mobility, and spontaneity.



That same year, Barnack stepped out into the streets of Wetzlar, Germany, and captured what would become **Leica's first-ever photograph**: a quiet moment on Eisenmarkt, frozen in time. More than just an image, it marked the beginning of a new way to see the world.

The **first 35mm camera**, the iconic Leica, was born on 1st March 1925 — marking the beginning of a revolution in photography. Since then, Leica has stood as a lasting symbol of precision, innovation and timeless design.



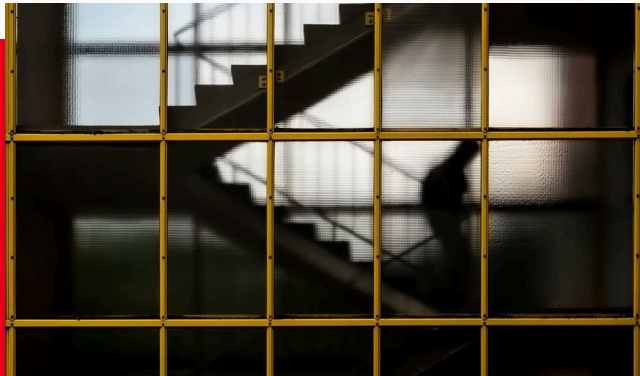
LEICA
AKADEMIE
SINGAPORE

hustle.

A century of
craftsmanship —

DISCOVER

DAS WESENTLICHE



COURSE OUTLINE



Photography Techniques

- Visual storytelling through thoughtful composition
- Work with angles and shot sizes to shape perspective
- Apply Frame within Frame, Leading Lines, Rule of Thirds, and Symmetry
- Camera settings and functions
- Understand lighting fundamentals

Videography Techniques

- Storytelling through motion and sequence
- Develop ideas through storyboarding and visual planning
- Apply camera movement (Pan, Tilt, Pedestal, Dolly) with purpose
- Capture purposeful clips to build a cohesive visual story

Editing and Post Production

- Refine images through exposure, contrast, colour, and framing
- Edit video through trimming, sequencing, and transitions
- Create clean, intentional visuals for social platforms
- Understand a simple workflow from capture to final output

Content Creation & Social Media Application

- Plan content with clarity of brand, audience, and intent
- Adapt visuals across platforms with purpose
- Create work that is engaging, considered, and shareable
- Understand Key Performance Indicators (KPIs) to evaluate impact

| Content Creation for Marketing TGS-2024041745 Funding Validity Period: 25 Jan 2024 - 22 Nov 2027 | Full Course Fee (Before Subsidies) | Singaporeans 21 to 39 yrs old & above SkillsFuture Funding (Baseline) | Singaporeans 40 yrs old & above SkillsFuture Mid-career Enhanced Subsidy | SME Sponsored SkillsFuture Enhanced Training Support for SMEs |
|--|---------------------------------------|--|---|--|
| Full Course Fee | \$1200.00 | \$1200.00 | \$1200.00 | \$1200.00 |
| SkillsFuture Funding | (\$0.00) | (\$600.00) | (\$840.00) | (\$840.00) |
| Total Nett Fee | \$1200.00 | \$600.00 | \$360.00 | \$360.00 |
| GST (9% x Full Course Fee) | \$108.00 | \$108.00 | \$108.00 | \$108.00 |
| Total Payable Fee | \$1308.00 | \$708.00 | \$468.00 | \$468.00 |

Terms and Conditions:

- For courses commencing on or after 1 Jan 2022, SkillsFuture course funding will be revised to a baseline of 50% subsidy, with an additional 20% subsidy (up to 70% subsidy) for eligible SMEs and Mid-career individuals (Singapore Citizens above 40 years old).
- Course fee subsidy is available for Singapore Citizens aged 21-39 years old or Singapore Permanent Residents 21 years old and above.
- Course fee subsidy is available for Singapore Citizens aged 40 years old and above.
- This course is conducted in a class-room based learning format.

Training Provider:

hustle.
INSTITUTE

UEN: 202001524G

In Partnership With:

LEICA
AKADEMIE
SINGAPORE

UEN: 201608775C