

LEICA
AKADEMIE
SINGAPORE



VISUAL STORYTELLING

Photography & Videography

UP TO
70%
SkillsFuture
Subsidies

SFC
Eligible

PSEA
Deductible

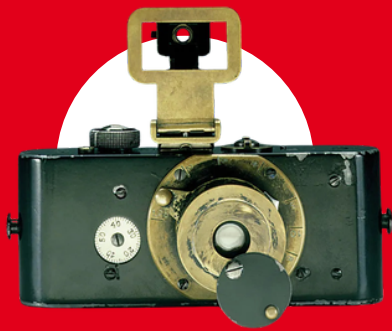
UTAP
Eligible

Official Training Partner

hustle.

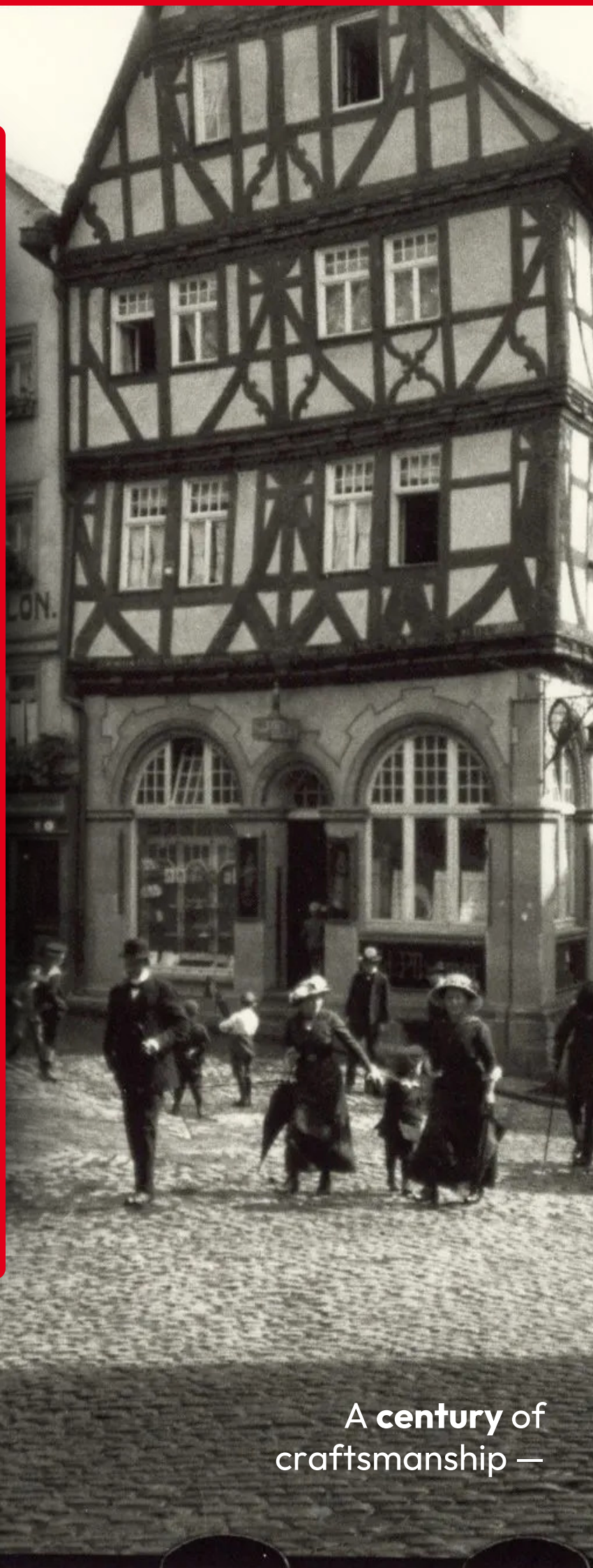
— A Moment That Changed Photography Forever

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.



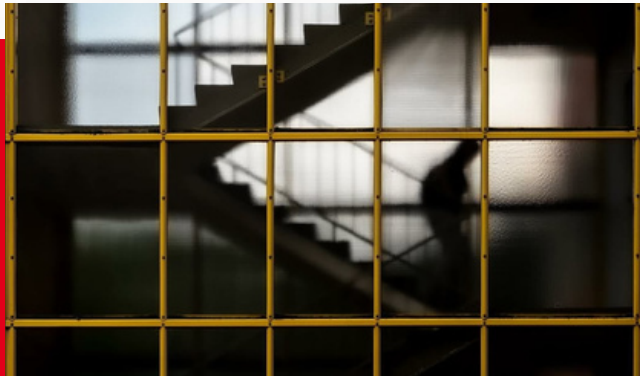
That same year, Barnack stepped out into the streets of Wetzlar, Germany, and captured what would become **Leica's first-ever photograph**: a quiet moment on Eisenmarkt, frozen in time. More than just an image, it marked the beginning of a new way to see the world.

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.



DISCOVER

DAS WESENTLICHE



COURSE OUTLINE



Photography Techniques

- Visual storytelling techniques
- Learn how to shoot using multiple angles and shot sizes
- Using composition guides: Depth of Field, Frame within Frame, Leading Lines, Rule of Third, Symmetry
- Camera settings and functions

White Balance Settings & Lighting

- Understand direction, intensity, softness & hardness, colour temperature
- Use of natural and artificial light

Photo Editing

- Edit exposure, brightness, tone, and colour
- Experiment using filters and overlays

Videography Techniques

- Video Storytelling and Storyboarding
- Videography techniques (Pan, Zoom, Rotate, Dolly, Dutch, and many more)
- Usage of shot size, length, and angle
- Video composition guides
- Placement set up for sound, lighting, and camera

Video Post-Production

- Learn to stitch clips together in sequence
- Add text, voiceovers, and transitions (Splitting, Masking, Tracking)
- Understand the use of speed ramps and overlays
- Color grading & filters
- Integrating videos into visual marketing

Content Marketing

- Content and merchandise marketing
- Promoting products and services using visual content

Visual Content Essentials: Photography and Videography TGS-2024045370 Funding validity period : 10 May 2024 - 9 May 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	\$2080.00	\$2080.00	\$2080.00	\$2080.00
SkillsFuture Funding	(\$0.00)	(\$1040.00)	(\$1456.00)	(\$1456.00)
Total Nett Fee	\$2080.00	\$1040.00	\$624.00	\$624.00
GST (9% x Full Course Fee)	\$187.20	\$187.20	\$187.20	\$187.20
Total Payable Fee	\$2267.20	\$1227.20	\$811.20	\$811.20

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.
- Hustle is a subsidiary of BIZIQ institute.

Training Provider:

hustle.
INSTITUTE

UEN: 202001524G

In Partnership With:

LEICA
AKADEMIE
SINGAPORE

UEN: 201608775C