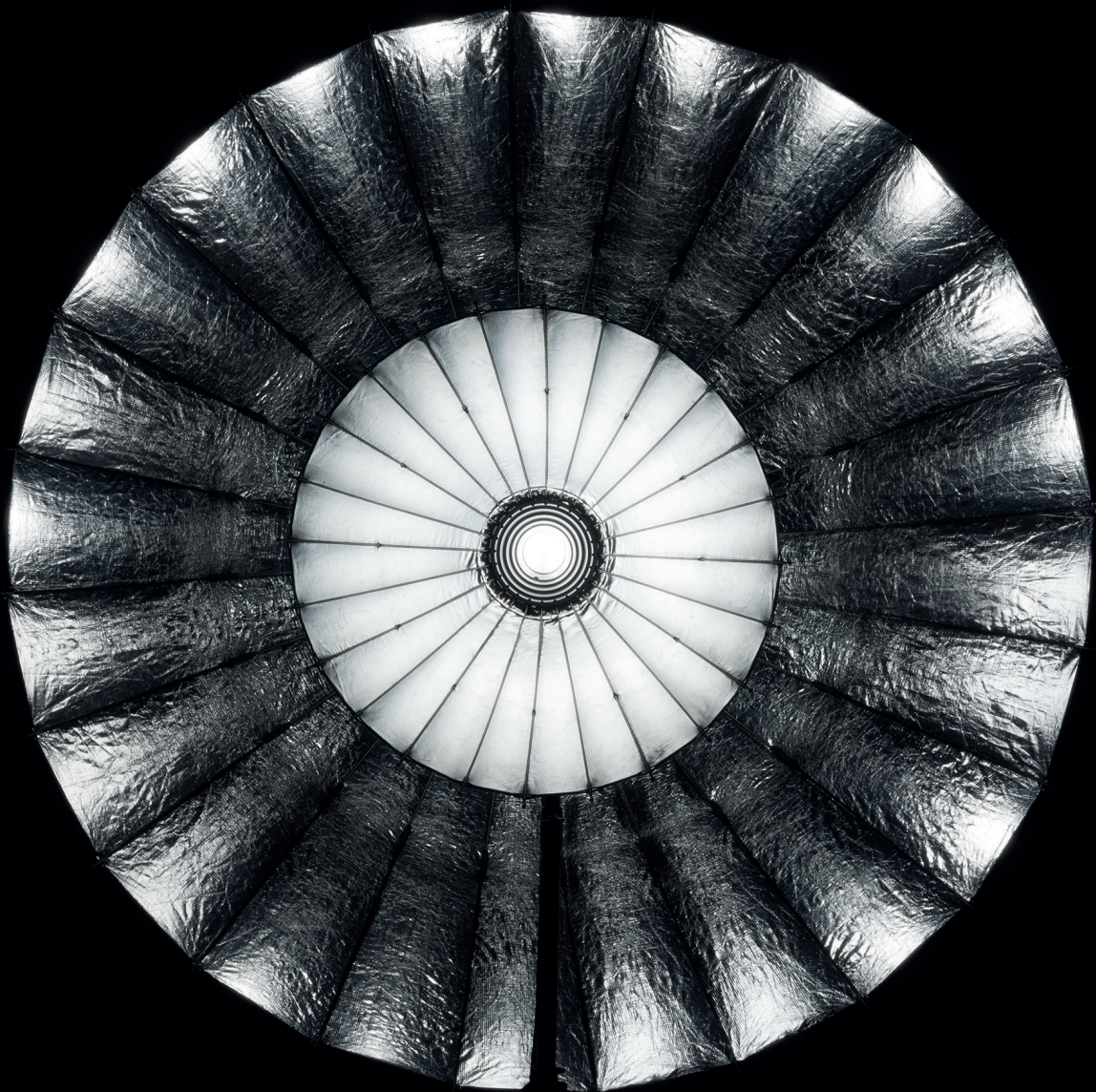


broncolor

education



broncolor Education Programme

broncolor is sincerely committed to contributing to knowledge retention in the global photography industry.

With the broncolor education programme, we provide valuable resources to help educators and students to learn in an interactive and engaging way, and we provide equipment priced specially for education to make it even easier to to enter the family of broncolor users.

Educational institutions and students alike can enjoy the following three components:



Free accessible learning content

Improve your lighting skills or get new creative ideas with inspiring training material



Seminars for educators & students

On-site or online: individual seminars to help you master professional lighting techniques



Subsidised lighting equipment

Save on original broncolor equipment, accessories and consumables



Learning Content



We think that education should never have a price tag attached to it and should be accessible for anyone willing to learn.

As such, our learning content comes completely free of charge. The popular broncolor how-to video series show the most common lighting setups and takes you behind the scenes of spectacular sets. Professional photographers explain their approaches for the perfect shot and provide helpful hints and tricks. Inspirational stories from top international photographers that include descriptions of equipment, positions and settings are another great way to improve your lighting skills or get new inspiration.

Please visit the learning section on [broncolor.swiss](https://www.broncolor.ch/swiss) for an overview and subscribe to our YouTube channel to get informed about all new how-to videos:



[broncolor.swiss/learn](https://www.broncolor.ch/swiss/learn)



[youtube.com/user/broncolorworld](https://www.youtube.com/user/broncolorworld)



Seminars



broncolor seminars are a well-established platform for learning, networking and seeing the latest equipment in use almost everywhere around the globe. For the broncolor education programme, we designed two standard seminars: the Educator's Lighting Seminar (ELS) and the Student's Lighting Seminar (SLS).

The seminars can take place in the school's studio, an external rental studio or at broncolor's headquarters in Switzerland. Alternatively, the seminars can be held online as webinars with or without participant interaction.

The standard seminars can be adjusted or supplemented by additional topics based on the desired learning outcomes. The usual duration is between two and three days and seminars can be offered in English, German and Spanish. An interpreter can be involved for other languages.

Please contact your local broncolor partner for availability and pricing.



Educator's Lighting Seminar (ELS)

The ELS targets instructors and follows a teach-the-teacher approach. Participants obtain in-depth knowledge about professional lighting on the equipment side as well as on the application side with examples of how to transfer this knowledge. Furthermore, learning support material to assist in teaching lighting classes is provided (digital format).

Standard modules

- Light and skin - influencing the appearance of the skin with light
- The softbox - more complex than you think. Really understanding this supposedly simple light shaper
- Giving shape to objects – “three-dimensional” light for matte and glossy surfaces
- Freeze fast moving objects, shutter speed, flash duration and HS
- Reflectance Transformation Imaging (RTI) - technology and applications in cultural heritage and forensics

Duration: 2 days

Item no. 97.001.00

Student's Lighting Seminar (SLS)

The SLS is typically for a group of learners who wish to advance their knowledge specifically in (flash-) lighting, usually in one particular field such as eCommerce, flash photography or reflectance transformation imaging. Attendees receive a certificate of participation/achievement from broncolor. Final assignments are offered on request.

Standard modules

- What do I need to launch my professional career?
- Initial investment in lighting and camera equipment
- Flash? Continuous light? Battery? Monolights? Power packs? How many? What light shapers? Mirror[less]? Medium format?
- Aperture math: Adding lights / aperture values on camera and flash units
- Joules, watt-seconds and watts
- Workshop "people" or "products" photography: Analysing light - recreating and understanding sets

Duration: 2 days

Item no. 97.002.00

Subsidised Lighting Equipment



To financially assist the educational sector as well as students, broncolor, together with its global partner network, offers a discount on all original broncolor equipment including accessories and even consumables.

This allows institutions to teach all critical aspects of any creational and creative lighting processes with professional, long-lasting equipment. Students and graduate photographers can work from the very beginning with equipment that does not restrict them in any way and serves as foundation for their future career. Thanks to the excellent lifecycle of broncolor equipment and its compatibility throughout product generations, the lighting system is a lifetime investment and helps to save money in the long term.

Another benefit of broncolor power packs in the school routine is the selection of operation mode: the "Easy Mode" is created for beginners and has an intuitive operation with only two activated buttons. More advanced users can change to the "Expert Mode". This allows users to manually adjust almost every setting to realise the most stunning, unconventional light designs. The large amount of available light shapers allows to demonstrate even uncommon light designs or to experiment on the edge of physical limits. All broncolor equipment can be used individually or combined in a large setup and collectively controlled, for example by using the free bronControl app.

Please contact your local broncolor partner for your individual quote. Do not forget to submit proof of eligibility.



Terms & Conditions

Who can participate in the broncolor education programme?

Great photographers never stop learning. We love to interact with novice and expert photographers alike. Our learning content targets all experience levels, either as inspirational or as actual learning material. broncolor seminars can be tailored to any experience level. However, to profit from the subsidised lighting equipment, proof is required that the purchaser is an educational institution, or a person currently enrolled in or working at an approved educational institution (institutions, instructors and students). Only students enrolled in a full-time, post high school imaging education programme are eligible to claim the educational discount.

Required proof

- Institutions: official purchase order from the institution
- Instructors: copy of current faculty ID card
- Students: copy of the current student ID card

The proof needs to be submitted by an authorised distributor to broncolor at the time of submitting the order.

Disclaimer

Please note that the availability of products/ services as well as prices and discounts can vary based on your location and broncolor distributor. The educational discount cannot be combined or used in conjunction with any other sales specials, discounts or promotions. Not all items/services may qualify for educational discounts. broncolor and its partner network reserve the right to remove and change the discounts and eligibility at any time and have the right to terminate the education programme without prior notice. There is no legal obligation to give any discount.



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