



## PRESS RELEASE

**26 February 2010**

### **Top photographer delivers advertising and fashion photography course exclusively at Stevenson College Edinburgh**

Top advertising and fashion photographer, Bill Horne, will deliver two introductory courses during April, exclusively at Stevenson College Edinburgh, for those interested in or pursuing a career in advertising and fashion photography.

The short courses have been developed specifically for Stevenson and will explore not just creative techniques but also the business side of photography.

Bill Horne, who now lives in France, is a professional photographer with a world class reputation and 40 years' experience across a range of clients including the Gleneagles Hotel, Bells and Whyte & Mackay whiskies, Hilton International Hotels, Avon Cosmetics and many more. Alan McEwan, Head of Photography, Computing and Design at Stevenson College, said:

“We are delighted to have Bill deliver these courses for us which are a result of Bill’s ongoing relationship with the College and his commitment to nurturing new talent. The courses will be of interest to the novice with a keen interest in photography, as well as more experienced photographers who can take advantage of this unique opportunity and learn from one of the best.”

The **Introduction to Advertising Photography** is a three-day course which starts on **12 April**. It will provide an insight into the world of advertising photography, discussing the methods and disciplines of a range of advertising subjects and exploring the techniques applied.

The **Introduction to Fashion Photography** starts on **15 April** and is a two-day course which outlines the different types of fashion photography and the relevant techniques applied, including how digital techniques have changed the approach to capturing fashion images.

Bill Horne, Photographer, said: “I’m very much looking forward to delivering the courses at Stevenson and I believe the courses provide an enlightening step into the world of advertising and fashion photography, which is arguably the most technically varied and creative of all the different branches of photographic visual communication. Stevenson College Edinburgh is the

perfect setting and the College continues to provide excellent courses and facilities for up-and-coming photographers.

“I hope my experiences can inspire others to pursue a career in photography and help existing photographers with their techniques and to think more commercially about their work.”

Stevenson College Edinburgh photography students win many awards; in 2009 awards included the Scottish Press Awards Student Photographer of the Year, The Student Award for Advertising in the British Institute of Professional Photographers competition and the Judge’s Choice in the Association of Photographers competition.

The Introduction to Advertising course costs £325 for three days and the Introduction to Fashion Photography costs £225 for two days. If both courses are booked together, you can save £25 on the total cost (at £525 for both courses).

- **ENDS-**