



COURSE PROGRAM TRAVEL PHOTOGRAPHY & VIDEOGRAPHY



PIB COLLEGE

School of Tourism,
Digital & Creative Arts





CREATIVE VOYAGE: MASTERING VISUAL STORYTELLING

Embark on a 4-week journey blending travel, visual storytelling, and the latest in digital techniques. Hosted at PIB College, Creative Voyage: Mastering Visual Storytelling is perfect for budding photographers, videographers, and content creators eager to capture Bali's natural beauty and rich culture.

Bali's vibrant landscapes, from lush jungles and iconic rice terraces to bustling markets, set the stage for an immersive learning experience. Through a dynamic mix of in-class instruction, hands-on workshops, and cultural excursions, participants will develop foundational photography and filmmaking skills, enhanced by AI-powered editing tools. Weekly modules build from camera basics and creative composition to advanced storytelling and post-production, equipping students to create high-quality content for digital platforms.

Beyond technical skills, this course emphasizes capturing authentic narratives, providing students with opportunities to document Bali's people, traditions, and architecture. By the end, each participant will have curated a portfolio of travel-inspired visuals and produced a compelling video project, showcasing their unique perspective on Bali. Whether you're building a career in content creation or seeking to deepen your storytelling craft, this program offers an inspiring blend of creativity, culture, and innovation.

IMPORTANT ISSUES

Class Schedules:

- Early Year Session: January/February
- Mid-Year Session: June/July
- Late Year Session: November

Duration: 4 weeks

Study Fees:

- Study Fees: Regular € 1350
- Early Bird € 1250

Credit Points:

- max. 10 ECTS (2 x 5)

Accommodation:

- Options available on Campus

STUDY DESTINATION: BALI, INDONESIA

Bali, with its stunning landscapes and vibrant culture, is more than just a travel destination—it's a rich canvas of life, tradition, and natural beauty that makes it the perfect setting for a storytelling course. From pristine beaches and lush jungles to bustling markets and ancient temples, Bali offers an ever-changing backdrop for creating compelling visuals.

Beyond the scenery, Bali's people, architecture, and daily life provide endless stories waiting to be told. Students will capture everything from colorful ceremonies and intricate handicrafts to modern urban life, immersing themselves in a place where tradition meets innovation. This unique blend of culture, creativity, and breathtaking environments makes Bali not just a study destination, but a collaborator in every visual story created through Creative Voyage.



COURSE STRUCTURE

The *Creative Voyage: Mastering Visual Storytelling* course is designed as an immersive, hands-on experience that blends technical training with creative exploration over four weeks. Each week builds upon the last, guiding students from foundational photography and filmmaking skills to advanced post-production techniques, all while drawing inspiration from Bali's unique environment. Through a combination of classroom learning, practical fieldwork, workshops, and cultural excursions, students will enhance their storytelling abilities and technical expertise.

Week 1: Foundations of Photography and Filmmaking (2CP)

Students begin with the essentials, learning camera settings, composition, and lighting techniques for travel photography. Introductory filmmaking sessions cover shot composition, camera movement, and basic video production workflows.

Week 2: Storytelling and Creative Development (2CP)

Focused on narrative techniques, this week explores how to tell compelling stories through photography and film. Students will practice crafting stories that capture Bali's landscapes, architecture, and cultural life, learning techniques for effective social media and digital content creation.

Week 3: Advanced Editing and AI-Enhanced Content Creation (2CP)

In this module, students delve into post-production with professional software like Adobe Lightroom, Photoshop, and Premiere, along with AI tools for efficient editing. Techniques such as color correction, scene transitions, and creative effects enhance storytelling, while sessions on personal branding guide students in building an online presence.

Week 4: Exhibition and Digital Showcase (4CP)

The final week focuses on curating a professional-quality portfolio and video project. Students will prepare their work for presentation on digital platforms like Instagram, YouTube, and personal blogs, concluding with a digital showcase where they share their unique Bali-inspired stories.

Excursions and Cultural Activities

Throughout the program, students participate in weekly excursions that offer real-world practice and inspiration. From photographing traditional Balinese ceremonies to capturing the island's iconic landscapes, these excursions provide invaluable opportunities to connect with Bali's cultural and natural beauty, enhancing each student's creative journey.





MODULES

1. Foundations of Photography and Filmmaking (2 CP)
2. Storytelling and Creative Development (2 CP)
3. Advanced Editing and AI-Enhanced Content Creation (2 CP)
4. Exhibition and Digital Showcase (4 CP)

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INTERACTIVE LEARNING: LECTURES, EXCURSIONS, AND WORKSHOPS

Excursions and workshops are a vital part of the Creative Voyage: Mastering Visual Storytelling course, offering an immersive learning experience beyond the classroom. Each week, these excursions and workshops are thoughtfully curated to align with the specific theme of the course, whether it's capturing Bali's landscapes, documenting local traditions, or showcasing architecture and food culture.

Throughout the course, students will engage in a diverse range of activities, from landscape photography sessions and market tours to capturing cultural performances and Balinese ceremonies. This hands-on approach ensures that students gain a practical understanding of travel photography and videography, not just through classroom instruction but by applying their skills in Bali's stunning real-world settings. These experiences provide a well-rounded view of Bali's vibrant life and natural beauty, allowing students to fully immerse themselves in the art of visual storytelling. Participation in these excursions is mandatory and forms part of the 85% attendance requirement.

EXCURSIONS & WORKSHOPS (tentative!)

- **Culture:** Kusamba and Tenganan Villages – Capture traditional Balinese activities and village life.
- **Performance & Art:** Photograph Balinese performances, art, and cultural scenes at Tanah Lot Temple or Uluwatu Temple
- **Landscapes:** Excursion to the Tegallalang rice terraces and volcano views for landscape photography.
- **Food:** Market visits and cooking class focused on traditional Balinese dishes, perfect for food photography.
- **Architecture:** Document traditional Balinese architecture and temples, including Tirta Empul Water Palace.
- **Natural Landscapes:** Excursion to capture waterfalls, beaches at Gianyar, Sanur Beach, and more.



ASSESSMENT & MARKING

Students must meet all assessment criteria to be eligible for final markings and certification:

- 80% attendance in all classes, workshops, and excursions.
- Completion of practical assignments, including photography and videography projects, reflection journals, and group presentations.
- Active participation in workshops, field excursions, and group work, with a focus on creativity, technical skill, and storytelling.
- Practical evaluations during workshops (e.g., demonstrating proficiency in camera handling, composition, and editing techniques).

GRADING AND CERTIFICATES

In Indonesia, tertiary education is overseen by the Ministry of Higher Education and Research. Although this short course does not grant a degree, students can earn up to 10 ECTS credits, transferable to their home universities upon approval.

At the program's conclusion, students will receive:

- An official certificate from PIB College, awarded at the farewell event or sent via email within four weeks.
- An academic transcript detailing final grades and earned credit points.
- Upon request, a certificate of participation for specific workshops and excursions.

CREDIT POINTS (Only for University/College Students)

Credits are transferable through the European Credit Transfer System (ECTS). Each credit typically represents 25-30 hours of total student workload, including class time, fieldwork, and self-study. Students intending to transfer these credits to their home institutions should arrange approval with their academic advisors or exchange coordinators in advance.

To streamline this process, we recommend that a Learning Agreement be signed prior to the course. This agreement ensures that students receive recognition for the educational components completed during the program, offering a transparent path for academic credit transfer.

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ELIGIBILITY

The Creative Voyage: Mastering Visual Storytelling course at PIB College is designed for a broad range of participants, from students and professionals to learning enthusiasts with a passion for visual storytelling. While the program offers ECTS credits and is valuable for academic and career development, it is also open to anyone interested in travel photography, videography, and content creation.

The program is particularly suitable for:

- **Photography and Videography Students and Professionals:** Ideal for those looking to enhance their technical skills in travel and documentary-style visual storytelling, as well as explore innovative AI-driven editing techniques.
- **Digital Content Creators and Social Media Enthusiasts:** A great fit for individuals interested in creating engaging content for platforms like Instagram, YouTube, and blogs, with an emphasis on personal branding and audience engagement.
- **Journalism and Media Studies Students:** Welcomes those studying journalism or media who want hands-on experience capturing real-life stories and enhancing their narrative skills through visual media.
- **Cultural Studies and Anthropology Scholars:** Perfect for those intrigued by capturing and interpreting Balinese culture, spirituality, and traditions through a visual lens, exploring the storytelling potential of Bali's cultural depth.
- **Travel and Adventure Enthusiasts:** Designed for individuals who want to document their journeys and share unique perspectives on travel, nature, and adventure through photography and film.
- **Marketing and Branding Professionals:** A unique opportunity for those in marketing and branding to develop a stronger visual content skillset, focusing on brand storytelling and digital presence.

However, the course is open to all individuals, regardless of background. Whether you're a seasoned photographer or someone eager to explore a new creative outlet, the program provides an inspiring platform to dive into the rich world of visual storytelling in the vibrant setting of Bali.



1. FOUNDATIONS OF PHOTOGRAPHY AND FILMMAKING

Schedule	Week 1
Credit Points	2 CP
Location	PIB Campus

This introductory module provides students with a solid foundation in travel photography and filmmaking techniques, equipping them with the essential skills needed to capture compelling images and video footage. Through a blend of theoretical instruction and hands-on practice, students will explore camera functions, composition principles, and the fundamentals of lighting. Excursions to Bali's traditional villages and cultural sites will offer students real-world settings to apply and refine their skills, fostering both technical proficiency and creative confidence. The module focuses on the fundamentals of travel photography and filmmaking. Students will learn essential camera techniques, explore creative composition, and engage in practical exercises to capture Bali's diverse scenery, from traditional villages to architectural highlights.

LEARNING OBJECTIVE

- Develop proficiency in essential photography settings, including ISO, aperture, and shutter speed, to adapt to various lighting conditions.
- Understand and apply principles of composition to create visually engaging photos and videos.
- Gain foundational skills in operating video equipment and planning shots for basic filmmaking.

COURSE CONTENT

1. Lectures:

- **Photography & Creative Composition:** An introduction to key camera settings and exposure fundamentals, such as ISO, aperture, and shutter speed. Students will explore composition techniques, including framing, rule of thirds, leading lines, and perspective to enhance the visual impact of their shots.
- **Filmmaking Fundamentals:** A foundational look at videography, covering essential shot types (e.g., wide, medium, close-up), camera movement, and an introduction to storyboarding. Students will learn the basics of handling video equipment, understanding the role of each shot in telling a cohesive story.

2. Practical Exercises:

- **In-studio Composition Practice:** Students will engage in exercises focused on composition and lighting within a controlled studio environment, practicing different perspectives and subject placements.
- **Camera Handling Skills:** Hands-on sessions dedicated to adjusting camera settings in real time to adapt to varying lighting conditions, capturing high-quality images and video with stability and clarity.



EXCURSIONS AND WORKSHOPS

- **Cultural Photography at Kusamba and Tenganan Villages:** A field trip to traditional Balinese villages, where students will capture everyday life, traditional architecture, and activities, developing cultural sensitivity and storytelling skills through photography.
- **Balinese Performance and Art at Tanah Lot Temple:** Students will document a Balinese cultural performance set against the dramatic backdrop of Tanah Lot Temple, focusing on capturing movement, expressions, and the interplay of light and shadow.

ASSESSMENT

- **Practical Assignments:** Submission of a photo series that demonstrates the use of different composition techniques, lighting adaptations, and a clear visual narrative.
- **Reflective Journal:** A short reflection on the week's practical experiences, focusing on challenges encountered, key learnings, and personal growth in photography skills.
- **Participation in Excursions:** Active participation and engagement in capturing moments during the field excursions, evaluated based on creativity, technical accuracy, and storytelling effectiveness.



2. STORYTELLING AND CREATIVE DEVELOPMENT

Schedule	Week 2
Credit Points	2 CP
Location	PIB Campus

This module builds upon foundational skills by introducing students to the art of visual storytelling. Through focused lectures, hands-on exercises, and field excursions, students will learn how to create cohesive narratives with their images and videos, capturing the essence of Bali's landscapes, culture, and daily life. Students will also explore digital content creation strategies, with an emphasis on engaging audiences on social media platforms like Instagram and YouTube. This module is designed to help students translate their creative vision into compelling stories that resonate with viewers.

LEARNING OBJECTIVE

- Develop skills in visual storytelling, including narrative structure, shot sequencing, and scene composition.
- Understand how to tailor content for digital platforms to maximize engagement and impact.
- Enhance cultural awareness and creativity by capturing Bali's unique blend of nature, people, and traditions through a storytelling lens.

COURSE CONTENT

1. Lectures:

- **Visual Storytelling Techniques:** Focuses on building a narrative through images and videos, emphasizing story structure, shot variety, and scene composition. Techniques include pre-visualization, rule of thirds, framing, and lighting adjustments to set the mood and convey emotion.
- **Content Creation for Digital Platforms:** Provides insights into crafting engaging content for digital audiences on platforms like Instagram and YouTube. Students learn best practices for platform-specific storytelling, including captioning, hashtag strategy, and audience engagement techniques.

1. Practical Exercises:

- **Storyboarding and Shot Planning:** A workshop where students create storyboards and plan shot sequences, practicing how to build visual narratives with both photos and videos.
- **Digital Content Strategy Session:** A practical session where students design a content strategy for a chosen platform, identifying target audience, content themes, and strategies for building engagement and reach.



EXCURSIONS AND WORKSHOPS

- **Landscape Photography at Rice Terraces and Volcano Views:** An excursion to Bali's famous rice terraces and volcanic landscapes, where students practice capturing wide-angle shots, layering elements, and using natural lighting to enhance storytelling.
- **Food Photography at Market Visits and Cooking Class:** Students will photograph vibrant market scenes and participate in a cooking class focused on traditional Balinese dishes. This session hones food photography skills, including framing, lighting, and capturing textures and colors.

ASSESSMENT

- **Visual Storytelling Project:** Submission of a photo or video series that tells a cohesive story, incorporating learned techniques in narrative structure, composition, and lighting.
- **Digital Content Strategy Plan:** A written outline of a content strategy for a chosen platform, highlighting the intended audience, themes, and engagement approach.
- **Peer Review Session:** Participation in a feedback session where students present their work and receive constructive feedback on their storytelling, creativity, and technical execution.



3. ADVANCED EDITING AND AI-ENHANCED CONTENT CREATION

Schedule	Week 2
Credit Points	2 CP
Location	PIB Campus

In this module, students will advance their skills in photo and video editing using industry-standard software and AI-enhanced tools. They will explore techniques to refine their visuals, including color correction, cropping, and transitions, as well as tools that streamline the editing process, such as automated adjustments and scene stabilization. Additionally, students will delve into personal branding, developing strategies to build a consistent online presence through curated visual content. This module equips students with the tools and skills needed to produce polished, professional-quality work.

LEARNING OBJECTIVE

- Master photo and video editing techniques to enhance visual quality and storytelling impact.
- Utilize AI-driven tools for efficient and creative post-production.
- Develop a cohesive personal brand through consistent visual style and storytelling.

COURSE CONTENT

1. Lectures:

- **Photo Editing and Portfolio Creation:** A deep dive into editing techniques with Adobe Lightroom and Photoshop, covering color correction, white balance, exposure adjustments, and cropping. Students will learn how to assemble a cohesive portfolio that aligns with their personal style and creative vision.
- **Video Editing and Production:** Introduces video editing in Adobe Premiere, with a focus on scene transitions, color grading, and integrating audio. Students will also explore AI tools that offer features like automatic scene detection, stabilization, and color grading for enhanced storytelling.
- **Content Creation for Personal Branding:** This session guides students in building a personal brand through visual storytelling, covering strategies for creating a consistent online aesthetic and authentic digital presence.

1. Practical Exercises:

- **Portfolio Development Workshop:** Students will begin assembling their best photos and video clips into a cohesive portfolio. This exercise encourages students to refine their visual style and organize their work into a compelling narrative.
- **AI-Enhanced Editing Session:** Hands-on practice with AI tools for editing photos and videos, including auto-adjustments, object removal, and style transfer. Students will apply these tools to enhance the quality and uniqueness of their content.



EXCURSIONS AND WORKSHOPS

- **Architecture Photography at Tirta Empul Water Palace:** A practical session focused on capturing architectural details and symmetry. Students will use the excursion as content for their portfolio, practicing framing and editing techniques to bring out intricate details.
- **Landscape Photography at Waterfalls and Sanur Beach:** Students will capture dynamic scenes, including long-exposure shots of waterfalls and coastal landscapes at Sanur Beach, practicing post-production techniques to enhance movement and depth.

ASSESSMENT

- **Edited Portfolio Submission:** Students will submit a portfolio of their best edited photos and videos, showcasing technical skill in color correction, cropping, and style consistency.
- **Personal Branding Project:** Creation of a personal branding strategy, including an online portfolio or social media profile that aligns with the student's aesthetic and storytelling goals.
- **Peer and Instructor Evaluation:** Participation in a feedback session, where students present their edited work and branding project for critique on creativity, technical skill, and consistency.



4. EXHIBITION AND DIGITAL SHOWCASE

Schedule	Week 2
Credit Points	2 CP
Location	PIB Campus

The final module centers on curating, presenting, and showcasing each student's work in a professional, digital exhibition format. Students will learn to select and organize their best work, preparing it for both online and physical presentations. Through guided workshops, they'll explore techniques for creating impactful visual displays and engaging an audience through digital platforms. The module culminates in a showcase event where students present their travel-inspired portfolios and final video projects, highlighting their creative journey and unique perspective on Bali.

LEARNING OBJECTIVE

- Develop skills in curating a cohesive and visually engaging portfolio.
- Learn techniques for organizing and presenting visual work in a professional manner.
- Gain experience in preparing content for digital and online audiences, including optimizing formats for various platforms.

COURSE CONTENT

1. Lectures:

- **Curating and Presenting a Photography Portfolio:** Covers principles of portfolio curation, including selecting the strongest work, organizing flow, and arranging content to create a cohesive narrative. Techniques for creating a balanced, visually appealing presentation are also discussed.
- **Producing and Showcasing Final Video Projects:** Provides guidance on post-production refinement for final video projects, including continuity editing, color grading, and audio synchronization. Students will learn how to export and optimize their videos for digital platforms.
- **Digital Content Showcase:** Explores strategies for preparing content for digital exhibition on platforms such as Instagram, YouTube, and personal websites. Students will learn techniques for engaging online audiences through effective storytelling and presentation

1. Practical Exercises:

- **Portfolio Finalization Workshop:** Students work on finalizing their portfolios, applying principles of curation and design to create a professional-quality collection of their work. This includes selecting key images, arranging sequence, and preparing files for display.
- **Digital Showcase Preparation:** Guided preparation of digital content for the final showcase event. Students optimize their portfolios and video projects for online presentation, with a focus on resolution, formatting, and platform compatibility.



EXHIBITION EVENT

- **Final Presentation and Exhibition:** A live showcase event where students present their work to peers, instructors, and invited guests. This event allows students to discuss their creative journey, share insights from their experiences in Bali, and receive feedback on their projects.
- **Digital Showcase on Social Media Platforms:** Students will launch their final projects on selected social media platforms, simulating a real-world digital portfolio release. This provides them with valuable experience in managing an online exhibition and engaging with a global audience.

ASSESSMENT

- **Final Photography Portfolio Submission:** Students submit a curated portfolio of their best photography work from the course, demonstrating mastery in composition, editing, and storytelling.
- **Video Project Submission:** Completion and submission of a travel-inspired video project that encapsulates their learning and creative perspective on Bali.
- **Presentation Skills Assessment:** Evaluation based on the final presentation and participation in the showcase event, assessing the ability to effectively communicate their creative process, technical skill, and narrative choices.



HOST INSTITUTION: PIB COLLEGE BALI

PIB College is a prominent educational institution in Bali, known for its forward-thinking programs in tourism, digital media, and creative industries. Since its official recognition by the Indonesian Ministry of Research, Technology, and Higher Education in 2017, PIB College has cultivated a hands-on learning environment that aligns with Bali's unique cultural and creative landscape. Creative Voyage: Mastering Visual Storytelling is a testament to this mission, combining experiential learning with Bali's stunning natural beauty and vibrant culture. This immersive photography and videography program allows students to explore Bali's diverse landscapes, rich heritage, and dynamic local life, all while developing technical skills in visual storytelling.

Nestled in a picturesque 15-hectare campus surrounded by Bali's natural beauty, PIB College provides an inspiring setting for hands-on education. Students in the Travel Photography and Videography program will benefit from Bali's iconic locations as well as the college's emphasis on practical experience and industry relevance. Through excursions to traditional villages, lush rice terraces, bustling markets, and tranquil beaches, students capture the essence of Bali, translating their unique perspectives into compelling visual stories. PIB College's commitment to real-world learning and its strong network within the creative and tourism sectors ensure that students gain meaningful experience and insights that go beyond the classroom. Whether through collaborations with local artists or industry professionals, the Creative Voyage program offers participants a unique opportunity to immerse themselves in Bali's creative scene, equipping them with the skills and inspiration needed for a future in visual storytelling.





On-campus accommodations are available for separate booking. These facilities provide convenient living options for students. By booking on-campus housing, residents can enjoy a close-knit community and easy access to university resources, creating an enriching campus experience.

GRAHA WIYATA HOTEL ON CAMPUS

Students have the option to stay at the PIB Campus Hotel, which offers comfortable double bedrooms equipped with twin beds and en-suite bathrooms. This convenient accommodation allows students to be closely integrated with the campus environment, facilitating easy access to academic facilities and enhancing the overall study experience.

Price IDR 10.725.000/room/month for 02 persons (≈ EUR 650/USD 710)

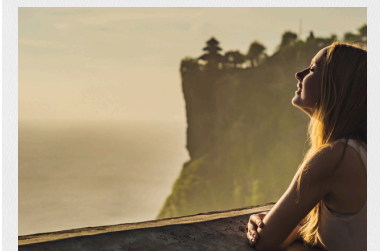
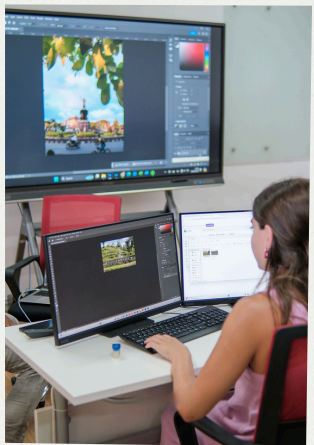


DORMITORY ON CAMPUS

The PIB Campus also provides a dormitory option designed to accommodate 4 students per room, with separate arrangements for girls and boys to ensure comfort and privacy. Each dormitory room is structured to foster a sense of community and collaboration among students. To secure a spot in these sought-after accommodations, it's important to note that dormitory rooms must be booked at least 2 months in advance, allowing for ample planning and preparation for your stay.

Price IDR 3.300.000/bed/month (≈ EUR 200/USD 220)











Contact Information

STUDYINBALI







Your journey begins with us! At StudyInBali, we're here to guide you through the entire process – from applications to personalized consultancy. We'll make sure everything is set before you embark on your adventure. Got questions about visas, registration, or study fees? We've got you covered – just reach out!

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PIB COLLEGE



Welcome to PIB College, where the real adventure unfolds! As the host of the Sustainable Tourism Destination Management program, we're responsible for all the teaching, activities, and creating unforgettable experiences. Have questions about the curriculum or what you'll be learning? We're here to answer every step of the way!

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