



Dr YSR Architecture and Fine Arts University

BFA in Photography Course Structure and Syllabus REGULATIONS-21

**College of Fine Arts
Department of Photography**

DEPARTMENT OF PHOTOGRAPHY

Vision

Photography Department enhances Interdisciplinarity through the courses it offers to create best opportunities for students' in different fields of Photography with high professional skills in terms of theory and practice. The use of advanced technologies in the field of Photography gives capabilities to sustain in the competitive world.

Mission

- To establish excellence in emerging areas of Photography
- To promote regular interaction with academic and industry and contribute best human resources in the fields of Photography, cinema and media
- To encourage various Photography subjects/courses as curriculum in theory and practical leads to skill development.
- To fulfill needs of the industry is to achieve with updated curriculum design and knowing the knowledge of new technologies in different Photography fields.
- To fulfill class works is an upgrade of individual; teamwork leads to success and can learn leadership qualities.
- To encourage students to pursue higher education and enrich various career enhancing courses
- To offer Under-Graduate program in Photography course that add value to student competencies.
- To promote quality education, research and consultancy for industrial and societal needs.
- To impart knowledge with emphasis on the development of professional qualities in students

Program Educational Objectives (PEOs)

PEO 1: To practice as professional Photographer in industry, with having knowledge in both theory and practical will help course real application in the world.

PEO 2: Pursue advanced education, develop and contribution into creative fields of Photography, cinema, online, print and electronic media as well as other professional careers.

PEO 3: Adapt expressive ideas, active participation, awake in shifting global trends and being aware of the ethical values and limitations.

PEO 4: Contribute professional skills to the present global needs and trends which lead to help and excel professionally. To prepare students in using advanced techniques and technologies are the fundamental needs to flourish in the future industry.

Programme Outcomes (PO's)

1. **Archive Material: An ability to identify, formulate, review** to achieve knowledge from the past events to supports and sustainability in the future. The usage of books, journal, internet and archive documents on philosophers, pioneers, historians, innovators, inventions, concepts, contents, contexts are to comprehend histories and inventions in different fields of Photography, cinema, social media, print media and electronic media. It can also explain the importance of data preservation for future generations.
2. **Understand:** An ability to identify, understand of basic and advanced concepts of Photography aesthetics, concepts, history of different field in Photography. The overall program gives on various industry requirements and needs.
3. **Aesthetics of Composition/Mise-en-scene:** Ability to stage, studio, and floor arrangement for best composition need to involvement of art and aesthetics are the kinds of approaches used. It also involves in many parameters like: - light, proportion of light, techniques, quality, quantity, colours, colour theory, shades, visualization, composition, composition analysis, elements of composition, order, shape, balance, space, life study, still life, golden mean, point of interest, leading space, depth, story, storyboarding, narrative storytelling etc.
4. **Theory/Research/Innovation:** Ability to understand different concepts to flourish, functional knowledge of basic of theory, research and innovation. Research means search again, in research it is also need to study past innovation for better understand on contemporary emerging fields of Photography. The use of technologies in photography fields also teaches lacunas in technology. Identifying problems are the beginning of a re-search. Research methodology also helps systematic ways to approach to study problems and solutions in different Photography fields.
5. **Application:** Ability to apply needs an in-depth knowledge on theory, it leads to implementation of aesthetics values, techniques and technologies. The necessity to practical application also needed essential research process to focus on the subject to give best output, product or outcome.
6. **Tools and Technical Knowledge:** An ability to use new technology and improving technical skills are necessary for fast transforming technologies in Photography. Understand and adapt new technologies and knowing its functions and its application in all relevant fields of visual communication. To use basic and advanced tools, techniques and processes to enrich knowledge gaining and best final product in Photography, media, cinematography and different fields of study. Students are literate to understand in different kinds of new tools, techniques and technologies to give best final output of the product, like: photographs, audio, video, audio-visual communication.

- 7. Ethics and Professionalism:** The ethical principles and professional ethics and responsibilities are norms for professional photographers. This course is meant to produce professional experts in media, videography, and cinematography. Also, in different fields of Photography, like: fashion, applied, advertising, photojournalism, product, still life, landscape, architectural, industrial etc.
- 8. Environment and Life:** Documentation of every act, event, environment and different kinds of species helps to learn, preserve, and protect endangered species. This documentation is a kind of treasurable visual data that help to make archive for future generations to study on these topics and can use visual data as fundamental evidences. Like: Landscape, street, night, portrait, travel and wildlife photography
- 9. Society and Culture:** This program helps to preserve the culturally rich heritage and document treasurable movements of individual/society/institution for the future generations through non-collapsible prints and NFT's in the forms of visual data.
- 10. Multidisciplinary Approach:** An ability to demonstrate knowledge in multidisciplinary approaches to understand different Photography fields. The program able to manage projects and implement in global standards into the fields of infotainment, cinema, electronic media, print media and social media. In all these fields of working environments are needed an individual, team work and multidisciplinary collaborations.
- 11. Communication:** An ability to communicate effectively on various fields of media communities and society. The program being able to comprehend and write effective reports, design, documentation, make effective presentations, give and receive clear instructions in portfolio making, project/internship and thesis writing.
- 12. Life Long Learning:** An ability to sustain in industry updating of tools, techniques, curriculum in respective knowledge field is life-long processes. In preparation and ability to engage in independent/team needed to be everyday learning in the broadest context of technological transformation industry.

Correlation between the PEOs and the POs

PEOs	Programme Outcomes (POs)											
	1	2	3	4	5	6	7	8	9	10	11	12
I	✓	✓	✓	✓					✓			
II			✓	✓	✓	✓		✓		✓		✓
III				✓	✓	✓	✓			✓		
IV					✓	✓		✓			✓	✓

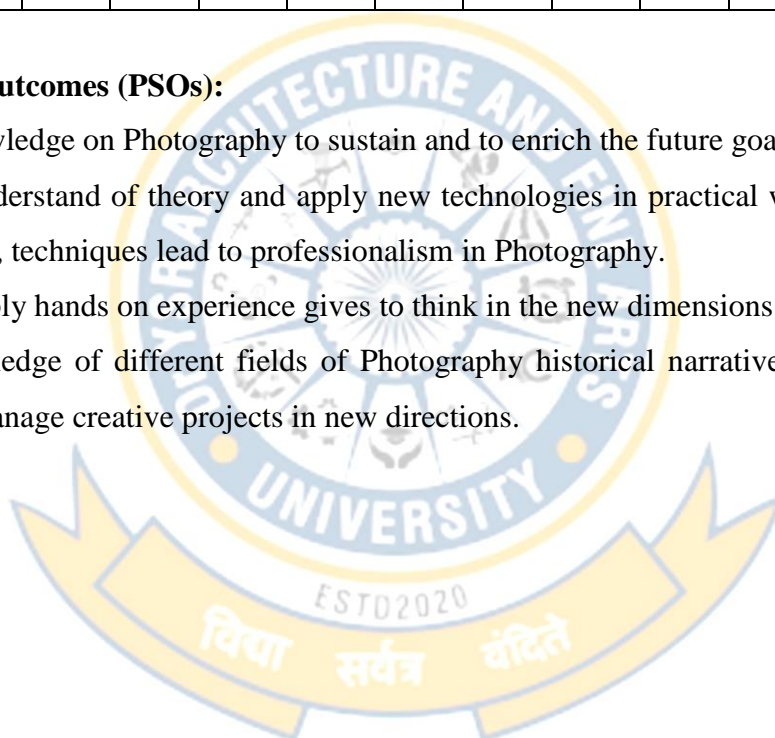
Program Specific Outcomes (PSOs):

PSO1: Acquire knowledge on Photography to sustain and to enrich the future goals

PSO2: Ability to understand of theory and apply new technologies in practical will help to learn skills using advanced tools, techniques lead to professionalism in Photography.

PSO3: Ability to apply hands on experience gives to think in the new dimensions in photography fields.

PSO4: Apply knowledge of different fields of Photography historical narratives, concepts; processes can give ability to manage creative projects in new directions.



PHOTOGRAPHY
COURSE STRUCTURE
SEMESTER I

S.No	Course Code	Course Title	Periods per Week				Credits	Marks			End Exam
			L	T	P/S	Total		Int	Ext	Total	W/P/J
	Professional Core										
1	PG21B1C1	History of Photography	4			4	4	50	50	100	W
2	PG21B1C2	Basic Photography	4			4	4	50	50	100	W
3	PG21B1C3	Photo Aesthetics	4			4	4	50	50	100	W
4	PG21B1C4	Mobile Photography	2			2	2	50	50	100	W
	Laboratories/Studios/Practical										
5	PG21B1P1	Basic Photography Tech	2		6	8	7	50	50	100	P
6	PG21B1P2	Photo Aesthetics Tech	2		6	8	7	50	50	100	P
	Ability Enhancement Course										
7	CC21B1EN	English	2			2	2	50	50	100	W
	Mandatory Course										
8	MC21B101	UHV-1 (AICTE)	1			1		50			
		Total	21	02	12	33	30				

W= Written, P= Practical

SEMESTER II

S.No	Course Code	Course Title	Periods per Week				Credits	Marks			End Exam
			L	T	P/S	Total		Int	Ext	Total	W/P/J
	Professional Core										
1	PG21B2C1	Colour Photography	4			4	4	50	50	100	W
2	PG21B2C2	Digital Photography	4			4	4	50	50	100	W
3	PG21B2C3	Portrait Photography	3			3	3	50	50	100	W
4	PG21B2C4	Still Life Photography	3			3	3	50	50	100	W
	Laboratories/Studios/Practical										
5	PG21B2P1	Colour Photography Tech	2		6	8	7	50	50	100	P
6	PG21B2P2	Digital Photography Tech	2		6	8	7	50	50	100	P
	Ability Enhancement Course										
7	CC21B2CS	Communication Skills	2			2	2	50	50	100	W
	Mandatory Course										
8	MC21B201	Environmental Studies	1			1		50			
		Total	21		12	33	30				

W= Written, P= Practical

SEMESTER III

S.No	Course Code	Course Title	Periods per Week				Credits	Marks			End Exam
			L	T	P/S	Total		Int	Ext	Total	W/P/J
	Professional Core										
1	PG21B3C1	Photojournalism	4			4	4	50	50	100	W
2	PG21B3C2	Fine Arts Photography	4			4	4	50	50	100	W
	Professional Elective										
3	PG21B3E1	Basics of Computer	3			3	3	50	50	100	W
	PG21B3E2	Macro Photography									
	Open Elective - 1										
4	PG21B3O1	Landscape Photography	2			2	2	100		100	
	Laboratories/Studios/Practical										
5	PG21B3P1	Photojournalism Tech	3		6	9	8	50	50	100	P
6	PG21B3P2	Fine Arts Photography Tech	3		5	8	7	50	50	100	P
	Skill Enhancement Course										
7	PG21B3K1	Image Editing-1		2		2	2	50	50	100	P
	Mandatory Course										
8	MC21B301	Indian Constitution	1			1		50			
		Total	20	2	11	33	30				

W= Written, P= Practical

SEMESTER IV

S.No	Course Code	Course Title	Periods per Week				Credits	Marks			End Exam
			L	T	P/S	Total		Int	Ext	Total	W/P/J
	Professional Core										
1	PG21B4C1	Advertising Photography	4			4	4	50	50	100	W
2	PG21B4C2	Applied Photography	4			4	4	50	50	100	W
	Professional Elective										
3	PG21B4E1	Fashion Photography	3			3	3	50	50	100	W
	PG21B4E2	Product Photography									
	Open Elective - 2										
4	PG21B4O1	Architectural Photography	2			2	2	100		100	
	Laboratories/Studios/Practical										
5	PG21B4P1	Advertising Photography Tech	3		6	9	8	50	50	100	P
6	PG21B4P2	Advance Photography Tech	3		5	8	7	50	50	100	P
	Skill Enhancement Course										
8	PG21B4K1	Advanced Communication Skills	1		1	2	2	100		100	
	Mandatory Course										
9	MC21B401	Essence of Indian Traditional Knowledge (AICTE)	1			1		50			
		Total	21		12	33	30				

*Mandatory Community Service Project (GN21B5CSP) during summer vacation between IV and V semester as per the guidelines given by APSCH

W= Written, P= Practical

* Credits will be allotted in V semester

SEMESTER V

S.No	Course Code	Course Title	Periods per Week				Credits	Marks			End Exam
			L	T	P/S	Total		Int	Ext	Total	W/P/J
	Professional Core										
1	PG21B5C1	Mass Communication	4			4	4	50	50	100	W
2	PG21B5C2	Photography Ethics and Law	4			4	4	50	50	100	W
	Professional Elective										
3	PG21B5E1	Writing for Media	3			3	3	50	50	100	W
	PG21B5E2	E-commerce Photography									
	Open Elective - 3										
4	PG21B5O1	Travel Photography	2			2	2	100		100	
	Laboratories/Studios/Practical										
5	PG21B5S1	Portfolio-I	3		6	9	6	50	50	100	J
6	PG21B5P1	Photography Management & Presentation	3		6	9	5	50	50	100	P
	Skill Enhancement Course										
7	PG21B5K1	Image Editing -2		2		2	2	50	50	100	P
	Community Service Project										
8	GN21B5CSP	Community Service Project	Vacation (180 hours)				4*	100	-	100	J
		Total	19	2	12	33	30				

W= Written, P= Practical, J= Jury (Jury will be followed by Vivo-Voce)

*Credits allotted for Mandatory Community Service Project during summer vacation between IV and V semester

SEMESTER VI

S.No	Course Code	Course Title	Periods per Week				Credits	Marks			End Exam
			L	T	P/S	Total		Int	Ext	Total	W/P/J
	Professional Core										
1	PG21B6C1	Basic Videography	4			4	4	50	50	100	W
2	PG21B6C2	Cinematography	4			4	4	50	50	100	W
	Professional Elective										
3	PG21B6E1	Wild Life Photography	3			3	3	50	50	100	W
	PG21B6E2	Audio-Visual Communication									
	Open Elective - 4										
4	PG21B6O1	Street Photography	2			2	2	100		100	
	Laboratories/Studios/Practical										
5	PG21B6S1	Portfolio-II	3		6	9	8	50	50	100	J
6	PG21B6P1	Basic Videography Tech	3		6	9	7	50	50	100	P
	Skill Enhancement Course										
7	PG21B6K1	Video Editing -1		2		2	2	50	50	100	P
		Total	19	2	12	33	30				

* Short Term Internship (PG21B7IN) mandatory after VI Semester

W= Written, P= Practical, J= Jury (Jury will be followed by Vivo-Voce)

* Credits will be allotted in VII semester

SEMESTER VII

S.No	Course Code	Course Title	Periods per Week				Credits	Marks			End Exam
			L	T	P/S	Total		Int	Ext	Total	W/P/J
	Professional Core										
1	PG21B7C1	Professional Videography	4			4	4	50	50	100	W
2	PG21B7C2	Research Methodology	4			4	4	50	50	100	W
	Professional Elective										
3	PG21B7E1	Social Media Marketing	3			3	3	50	50	100	W
	PG21B7E2	Documentary Films									
	Open Elective - 5										
4	PG21B7O1	Short Film Making	2			2	2	100		100	
	Laboratories/Studios/Practical										
5	PG21B7P1	Professional Videography Tech	3		6	9	6	50	50	100	P
6	PG21B7P2	Multimedia	3		6	9	5	50	50	100	P
	Skill Enhancement Course										
7	PG21B7K1	Video Editing-2		2		2	2	50	50	100	P
	Internship										
8	PG21B7IN	Short Term Internship	Vacation (180 hours)				4*	100	-	100	J
		Total	19	2	12	33	30				

W= Written, P= Practical

*Credits allotted for Industrial Internship carried out during summer vacation between VI and VII semesters

SEMESTER VIII

S.No	Course Code	Course Title	Periods per Week				Credits	Marks			End Exam
			L	T	P/S	Total		Int	Ext	Total	W/P/J
	Professional Core										
1	PG21B8IN	Internship					12	50	150	200	J
2	PG21B8TH	Thesis /Viva -voce					18	100	100	200	J
		Total					30				

J= Jury (Jury will be followed by Vivo-Voce)

SYLLABUS
SEMESTER – I

SEMESTER	Course Code	Course Title	L	T	P/ S	C	Int. Marks	Ext. Marks	Total Marks
I	PG21B1C1	History of Photography	4			4	50	50	100

COs	Course Outcomes	POs	BTLs
	The student will be able		
CO1	To understand early pioneers. photography inception, History of Photography	1,2,4	1,2
CO2	Able to understand modern inventions and inventors of photography	1,2,4	1,2
CO3	To understand different kinds of photography fields	2,3	1,2
CO4	Able to understand master of photography	1,2	1,2
CO5	Able to understand History of Photography in India and pioneers	1,2	1,2
CO6	To understand contemporary photographers in India.	1,2	1,2

MODULE – I

History of Photography: - Mo Ti (Mo Tzu, Mozi) – Aristotle – Alhazen (Ibn Al-Haitham/Haytham) – Optics and Photography – Giovanni Battista Della Porta – Daniel Barbaro – Leonardo da Vinci – Development of Camera Obscura, Perspective – Photography

MODULE – II

Photography processes of early pioneers: – John Henry Schultz – Thomas Wedgewood – Joseph Niecephore Niepce and Heliography process – Louis Jacques Mande Daguerre and Daguerreotype process – William Henry Fox Talbot and Calotype process – Frederick Scott Archer and Wet-Collodion Process – Gelatin Emulsion – George Eastman – Kodak – Film – Sensitometry – Eadweard Muybridge – Motion in Photography – Black and White Photography – Tones in Photography – Colour Photography – Victor Hasselblad – TLR Camera – 35mm SLR camera – Sensors – DSLR – Digital Photography – Mirror Less Camera – Mobile Photography

MODULE – III

Different kinds of Photography – War Photography – Early Images of War – Photojournalism – Early Portrait Photography – Early Pictorial Photography – Early Travel Photography – Fine Arts Photography –

Documentary Photography – Advertising Photography – Applied Photography – Still Life Photography – Fashion Photography – Industrial Photography – Product Photography – Food Photography – Wildlife Photography – Macro Photography – Abstract Photography – Freelance Photography

MODULE – IV

Masters of Photography – Alexander Simon Wolcott – Charles Nègre – Gustave Le Gray – Roger Fenton – Julia Margaret Cameron – Alfred Stieglitz – Philip Henry Delamotte – Richard Leach Maddox – Early Photography Writings – Mathew B. Brady – Nadar – Edward Steichen – Oskar Barnack – Man Ray – Ansel Adams – Henri Cartier Bresson – Robert Capa – Eugene Atget – Helmut Newton – Irving Penn – Yousuf Karsh – Alexander Wolcott – Henry Peach Robinson

MODULE – V

History of Photography in India – Early Photography Societies and its impact on Indian Photography – Federation of Indian Photography – India International Photographic Council – Contemporary Photography Societies, Indian Photographers: Raja Savai Man Singh – Raja Lala Deen Dayal – T.N.A. Perumal – Raja Triambak Raj Bhahadur – O.C. Edwards – Benu Senn – Dr. G. Thomas – P.N.Mehra – Homai Vyarawala – Dr N Bhagwandas – Bandi Rajan Babu.

MODULE – VI

Contemporary Indian: Photojournalist, Industrial Photographers, Product Photography, Travel Photographers, Advertising Photographers, Fashion Photographers, Wildlife Photographers

BOOKS RECOMMENDED

- Batchen, Geoffrey. 2021. *Negative/Positive: A History of Photography*. Routledge.
- Davenport, Alma. 1999. *The History of Photography: An Overview*. UNM Press.
- Eder, Josef Maria. 1978. *History of Photography*. 3rd edition. Columbia University Press.
- Emerling, Jae. 2012. *Photography: History and Theory*. Routledge.
- Finnegan, Cara A. 2015. *Making Photography Matter: A Viewer's History from the Civil War to the Great Depression*. 1st Edition. University of Illinois Press.
- Frizot, Michel, Pierre Albert, and Colin Harding. 1998. *A New History of Photography*. Könemann.
- Gernsheim, Helmut, and Alison Gernsheim. 1969. *The History of Photography from the Earliest Use of the Camera Obscura in the Eleventh Century up to 1914*. Revised. Thames & Hudson.
- Gernsheim, Helmut. 1986. *A Concise History of Photography*. Courier Corporation.
- Hannavy, John, ed. 2008. *Encyclopedia of Nineteenth-Century Photography*. Vol. 1. Routledge.
- Hirsch, Robert. 2017. *Seizing the Light: A Social & Aesthetic History of Photography*. 3rd ed. Routledge.

- Jeffrey, Ian. 1981. *Photography: A Concise History*. Oxford University Press.
- Jeffrey, Ian. 2010. *How to Read a Photograph: Understanding, Interpreting and Enjoying the Great Photographer*. London: Thames & Hudson.
- Johnson, William S., Mark Rice, Carla Williams, Therese Mulligan, and David Wooters. 2012. *A History of Photography - From 1839 to the Present*. Taschen.
- Lowe, Paul. 2019. *A Chronology of Photography: A Cultural Timeline from Camera Obscura to Instagram*. New York, New York: Thames & Hudson.
- Luther, Narendra, and Deen Dayal (Raja). 2003. *Raja Deen Dayal: Prince of Photographers*. Hyderabad.
- Mikuriya, Junko Theresa. 2016. *A History of Light: The Idea of Photography*. Bloomsbury Academic.
- Morris-Reich (editor), Amos, and Margaret Olin (editor). 2019. *Photography and Imagination*. 1st ed. Routledge History of Photography. Routledge.
- Neblette, C. B. 1962. *Photography: Its Materials and Processes*. Sixth Edition. Van Nostrand.
- Newhall, Beaumont, and Nancy Newhall. 2012. *Masters of Photography*. Literary Licensing, LLC.
- Newhall, Beaumont. 2006. *The History of Photography, from 1839 to the Present Day*. Museum of Modern Art.
- Peres, Michael. 2007. *Focal Encyclopedia of Photography, Fourth Edition: Digital Imaging, Theory and Applications, History, and Science*. 4th ed.
- Pinney, Christopher. 1997. *Camera Indica: The Social Life of Indian Photographs*. University of Chicago Press.
- Pinney, Christopher. 2008. *The Coming of Photography in India*. Oxford University Press.
- Roberts, Gordon. 1995. *Mastering Photography*. Macmillan Master Series. Macmillan Education UK.
- Thomas, G. 1981. *History of Photography, India 1840-1980*, Andhra Pradesh State Akademi of Photography
- Time Life. 1971. *Great Photographers*. 1st Edition. Time Life
- Warren, Lynne, ed. 2006. *Encyclopedia of Twentieth-Century Photography*. 3 vols. Routledge.

SEMESTER	Course Code	Course Title	L	T	P/ S	C	Int. Marks	Ext. Marks	Total Marks
I	PG21B1C2	Basic Photography	4			4	50	50	100
COs	Course Outcomes							POs	BTLs
	The student will be able								
CO1	To understand what Photography is, it's development and theories of light							2,3	1,2
CO2	To acquire knowledge on various optical principles and types of lenses, aberrations and rectifications							2,6	1,2
CO3	To acquire the knowledge on various types of camera and different formats of camera							2,6	1,2
CO4	To acquire the knowledge on anatomy of camera, handling, controlling and understanding various types of present-day cameras.							2,6	1,2
CO5	To understand and acquire knowledge on Aperture, Shutter, ISO and Exposure							2,6	1,2
CO6	To understand the importance of various accessories and filters							2,6	1,2
MODULE – I									
Photography – Facets of Photography – Forming and Exposing an Image – The Digital Route –Theory of Light – The Electro Magnetic Energy Spectrum – The Characteristics of Light – Emission of Light									
MODULE – II									
Optical Principles – Characteristics of a Lenses – Lens Focal Length – Focal length and image size – Focal Length and Subject cover – Angle of Field – Angle of View – Lens Diaphragm – Perspective - Lenses- Positive and Negative lenses - Resolving power of lens – Types of Lenses - Wide angle lenses – Ultra Wide angle lenses – Macro lenses - Normal focal length lenses – Telephoto lenses - Zoom lenses - Supplementary lenses – PC Lenses - Digital Lenses – Special Effect Lenses - Aberrations - Lens aberration and Rectification - Spherical - Chromatic - Coma - Astigmatism – Distortion – Curvature of field – Diffraction Limit									
MODULE – III									

Camera - Types of Cameras - Pinhole camera - Box Camera - View Camera - Ranger Finder Camera - Single lens reflex Camera - Twin Lens Reflex Camera - Polaroid Camera - Panoramic Camera - Process Camera - Cine Camera - Video Camera - Digital Camera - Different formats of Camera - Large format - Medium format - Small format

MODULE – IV

SLR Camera – DSLR Camera – Handholding a Camera - Anatomy of Camera - Body - lens - view finder - Aperture - Shutter - Self-timer - Flash Sync Contacts and Hot shoe - Build in Flash - EF lens mount Index - Mode Dial - Flash button - Lens Release button – Mirror – Contacts - Lens Mount – Grip - Red Eye Reduction / Self -Timer Lamp - Remote Control Sensor - Shutter Button - Main Dial – Mirror Less Camera.

MODULE – V

Aperture - Understanding f-stops – Maximum and Minimum Apertures - Depth of Field - Hyper focal distance - Shutter - Horizontal - Vertical moving shutters – Leaf Shutter – Focal Plane Shutter - Shutter speed - Aperture and shutter relation - Film compartment - ISO – Film Plane – Exposure – Exposure Settings – Manual exposure – Automatic Exposure – Exposure Compensation – Exposure Metering - Grey Card - Focusing - rack and pinion focusing -Scale focusing - automatic focusing –Types of Focusing in Digital - Focusing Accessories - Circle of confusion - Depth of focus

MODULE – VI

Tripod – Monopod – Pocket Tripod - Battery Grip – Battery Pack – SD Card – Card Reader Focusing Screen Viewing hood – Cable release – Padded / Compartmented shoulder bag – Photographic Filters – Purpose of Photographic Filters – Neutral Density Filter – Protection and UV control – Polarizers – Colour Filters.

BOOKS RECOMMENDED

- Advanced Photography by Focal Press
- Basic Photography by Michael Langford Focal Press
- Camera by Brain Coe

SEMESTER	Course Code	Course Title	L	T	P/ S	C	Int. Marks	Ext. Marks	Total Marks
I	PG21B1C3	Photo Aesthetics	4			4	50	50	100
COs	Course Outcomes							POs	BTLs
	The student will be able								
CO1	To understand the various aspects of Aesthetics while taking Photographs							1,2	1, 2
CO2	To acquire the knowledge on various principles and characteristics of light							2,3	1, 2
CO3	To gain the knowledge on various light sources of Artificial and Natural light.							2,3	1, 2
CO4	To understand the importance of visualization in Photo Aesthetics							2,3	1, 2
CO5	To understand various aspects of compositions and visual grammar.							2,3	1, 2
CO6	To understand the various aspects of geometrical shapes in Photo aesthetics.							2,3	1, 2
MODULE – I									
Definition of Aesthetics - Role of light in Aesthetics - Aesthetics from light and shadows - Aesthetics in Abstracts - Aesthetics for elevating mood Optics of light - Principles of light - Properties of light - Reflection – Refraction - Absorption, Transmission – Dispersion									
MODULE – II									
Characteristics of Light – Quality – Quantity – Light colours - Direct light - Indirect light -Diffused light – Light as subject – shadow as subject - Light as important ingredient in Photo Aesthetics									
MODULE – III									
Different light sources - Natural lights: Sunlight – Moonlight - Ambient light- Artificial Lights - Flood light - spot light - halogen light - incandescent light - fluorescent light - electronic flash unit - Digital lights. Among all incandescent, fluorescent, led and studio strobe.									
MODULE – IV									
Photography a visual Art - Visualization - Principles of Visualization - Producing Aesthetics via lines and curves - Aesthetics by colour combination - Aesthetics in nature – flowers – feathers – leaves - bark - water etc.									
MODULE – V									
Composition - Compositional guidelines - Composition analysis - Emphasizing factors of composition -									

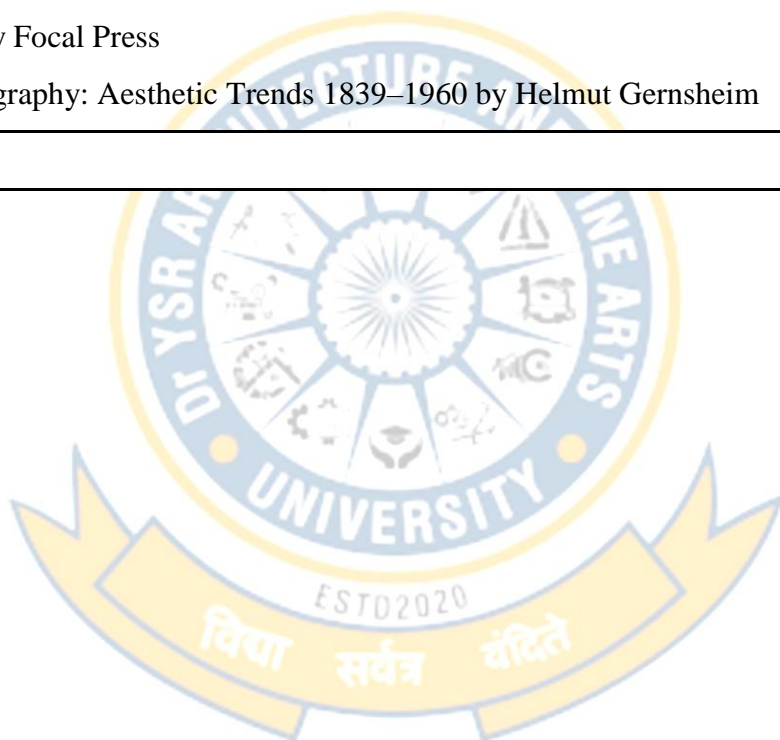
Elements of composition - Order - Shape -Balance - Still life study – Rule of Third – Golden mean - Centre of interest - Horizon - Effect of direction - symbolism - space - producing space and controlling depth

MODULE – VI

Principles of Visualization – Concepts of geometry - Line - Types of lines - Lines of movement - Vertical lines - Horizontal lines - diagonal lines - curved lines – zigzag lines - Angle of view - Perspective - Types of Perspectives - Linear Perspective - Aerial Perspective - Oblique angle Perspective - Vanishing point – Perspective control.

BOOKS RECOMMENDED

- Basic Photography by M.J.Langford
- Basic Techniques of Photography (Ansel Adams Guide)
- Composition by Focal Press
- Creative Photography: Aesthetic Trends 1839–1960 by Helmut Gernsheim



SEMESTER	Course Code	Course Title	L	T	P/ S	C	Int. Marks	Ext. Marks	Total Marks
I	PG21B1C4	Mobile Photography	2			2	50	50	100
COs	Course Outcomes							POs	BTLs
	The student will be able								
CO1	To understand overview of mobile photography							1,2	1,2
CO2	To acquire knowledge on various features on mobile photography							2,4,6	2,3,4
CO3	To acquire knowledge on enablers and accessories							3,6	2,3,6
CO4	To acquire knowledge on techniques and advancements							2,6	2,3,6
CO5	To acquire knowledge on mastering the settings and camera apps							2,4,6	2,3,6
CO6	To understand how to edit in mobile phones							3,6,7	2,3,4
MODULE – I									
History of Mobile Camera – History of Mobile Photography – Generation of Mobile Camera - Types of Mobile Operating Systems: on iOS – Android, Windows, etc. – Operating Systems and Device Compatibility – Advantages and disadvantages of Mobile Photography – Usages of Mobile Photography									
MODULE – II									
Mobile Camera Features – Grid – Camera Megapixels – Image formats - Image Quality – Video quality - Other Features to consider – types of lenses in mobile - optical zoom – digital zoom – Picture and Video Storage – Brand Availability and Popularity – sensor types in mobile phones									
MODULE – III									
Understand your Smartphone Camera – Image Capturing Techniques – Creating Correct Lighting – Effects of Image Backgrounds – Accessories – Gimbals – Tripod – Mini Tripod – Selfie stick – Mirror selfie									
MODULE - IV									
Mobile Photography Techniques – Continues auto focus tracking – adding filters – burst mode – Lens Distortions — use of fps – portrait technique – Panorama – HDR – ultra shot HDR - Night scape Photography technique – technology advancements and techniques									
MODULE – V									
Mastering the settings and camera apps – ultra wide lens correction - The native camera apps - picture ratio -									

professional exposure settings – flash techniques in mobile - video stabilizing apps

MODULE – VI

Photo shooting apps – Video shooting apps – Photo editing apps – Video editing apps – paper scanner apps - filmic pro – Different kinds of shots

BOOKS RECOMMENDED

- Developing Professional I Phone Photography by Rafiq Elmansy
- Mobile Photography 101 by University of Tennessee, Knoxville
- The I Phone Photography book by Scott Kelby
- Smart Phone Smart Photography by Jo Bradford
- Android Smartphone Photography for Dummies by Mark Hemmings (2022)



SEMESTER	Course Code	Course Title	L	T	P/ S	C	Int. Marks	Ext. Marks	Total Marks
I	PG21B1P1	Basic Photography Tech	2		6	7	50	50	100
COs	Course Outcomes							POs	BTLs
	The student will be able								
CO1	To understand what Studio and Role of light under various conditions							2,3	3,6
CO2	To acquire knowledge on various Characteristics of light sources, behaviour and Measuring light.							2,3	3,6
CO3	To acquire the knowledge of types of lighting and its application							3,4	3,6
CO4	To acquire the knowledge of different lighting patterns and its application							3,4	3,6
CO5	To understand and acquire knowledge on Flash, Strobe and using multiple sources							2,6	3,6
CO6	To understand various techniques in Photography							2,6	3,6
MODULE – I									
Introduction – Studio – Studio Lights – Continuous Light - Object Study - Portrait Study - Understanding Material Behaviour									
MODULE – II									
Light - Characteristics of light - Types of Light Sources - Direct Light - Indirect Light - Diffused Light - Bounce Light - Reflected Light - Exposure Calculation - Light meters									
MODULE – III									
Key light or main light or principle light - Fill in light - Hair Light - Back light - Background Light									
MODULE – IV									
Straight Light - Rembrandt Lighting - Side Light - Butterfly lighting – Contour Light - Window Light - Broad Light - Narrow Light - Low Key - Mid Key - High Key									
MODULE – V									
Getting the exposure right – Getting Lighter – Using Flash Meter - Focused Flash –Strobes - Multiple Strobes – Multiple Flash – Improving the Quality of Light - Bounce Flash – Lights of Different Colours									
MODULE – VI									

Camera Controls – Exposure – Depth of Field – Filter and Hoods - Zoom in and Zoom out - Motion Blur – Action Freeze - Panning – Silhouette.

BOOKS RECOMMENDED

- John Child. Studio Photography: Essential Skills. Focal Press, 2008
- Mark Galer. Digital photography in available light. Focal Press, 2006
- Robert Hirsch. Light and Lens: Photography in the digital age. Focal press, 2008
- Set Up Your Home Studio by The Kodak Library of Creative Photography, Published by Time-Life Books in association with Kodak, 2010.



SEMESTER	Course Code	Course Title	L	T	P/ S	C	Int. Marks	Ext. Marks	Total Marks
I	PG21B1P2	Photo Aesthetics Tech	2		6	7	50	50	100
COs	Course Outcomes							POs	BTLs
	The student will be able								
CO1	To understand composition, colour, contrast and various conditions							2,3	2,3
CO2	To understand composition, golden ration and space							2,3	2,3
CO3	To acquire knowledge of different types lines and movements and its application							2,3	3,6
CO4	To acquire knowledge of different kinds of compositions and its application							2,3	3,6
CO5	To understand concepts of compositions, perspective and depth and its application							2,3	2,3,6
CO6	To application of concepts learned in this program							2,5,6	3,6
MODULE – I									
Elements and Principles of Composition - The shape of objects in your photograph - The size of objects - Directional lines or Leading - Colour - Value and Contrast (how light or dark a colour is) – Texture									
MODULE – II									
Rule of thirds - golden ratio - Lead Room/breathing space/Leading Space									
MODULE – III									
Horizon - Horizontal Lines - Horizontal Composition - Zigzag lines - Curved Lines - Movement of lines									
MODULE – IV									
Vertical Lines - Vertical Composition - Dynamic Composition, L-Composition, S-Composition									
MODULE – V									
Point of Interest - Shapes - Pattern – Balance – Angle of View – Perspective – Focus – Depth									
MODULE – VI									
Architecture - Landscapes - Still Life – Nature – wildlife – Photo Montage and Collage - Physiogram (Light Painting)									

BOOKS RECOMMENDED

- Anatomy of a picture by G. THOMAS
- The complete Encyclopedia of Photography Michael Langford.
- Basic Techniques of Photography (Ansel Adams Guide)
- Creative Photography: Aesthetic Trends 1839–1960 by Helmut Gernsheim
- Compositions for Artists by Phil Davies



SEMESTER	Course Code	Course Title	L	T	P/ S	C	Int. Marks	Ext. Marks	Total Marks
I	CC21B1EN	English	2			2	50	50	100
Cos	Course Outcomes							POs	BTLs
	The students should be able to								
CO1	Understand modern English grammar. To enable them produce grammatically and idiomatically correct language.							NA	1,2
CO2	Improve their clauses and sentences and its types.							NA	1,2
CO3	Understand English grammar. Spot language errors and correct them. To help them minimize mother tongue influence.							NA	1,2
CO4	Improve their verbal communication skills							NA	1,2
CO5	Understand core grammar to know and understand error free English grammar.							NA	1,2
CO6	Minimise mother tongue influence							NA	1,2

MODULE – I

Modern English grammar - what and why and how of grammar - grammar of spoken and written Language; Sentence as a self-contained unit – various types of sentence – simple – compound – complex – declaratives – interrogatives – imperatives – explanative; Basic sentence patterns in English - constituents of sentences – subject – verb - object - complement – adverbials;

MODULE – II

Clauses - main and subordinate clauses - noun clauses - relative clauses - adverbial clauses - finite and non-finite clauses - analysis and conversion of sentences – Active to Passive and vice versa – Direct to Indirect and vice versa – Degrees of Comparison, one form to the other;

MODULE – III

Phrases - various types of phrases - noun, verb, adjectival and prepositional phrases; Words - parts of speech – nouns – pronouns - adjectives verbs - adverbs – prepositions – conjunctions - determinatives; Nouns - different types - count and uncounted – collective - mass - case - number – gender;

MODULE – IV

Pronoun - different types - personal, reflexive - infinite-emphatic – reciprocal; Adjectives - predicative - attributive - pre- and post-modification of nouns; Verbs - tense-aspect - voice - mood - Concord - types of

verbs – transitive - intransitive-finite – non-finite; Helping verbs and modal auxiliaries - function and use.

MODULE – V

Adverbs - different types - various functions - modifying and connective; Prepositions - different types - syntactic occurrences - prepositional phrases - adverbial function; Conjunctions - subordinating and coordinating Determinatives articles - possessives – quantifiers;

MODULE – VI

Remedial grammar - error spotting - errors in terms of specific grammatical concepts like constituents of sentences - parts of speech - concord – collocation - sequences of tense - errors due to mother tongue influence; Written Composition – précis writing – outline story – expansion of proverb – short essay.

BOOKS RECOMMENDED

- Burt, Angela. Quick Solutions to Common Errors in English. Macmillan India Limited, 2008.
- Carter, Ronald, and Michael McCarthy. Cambridge Grammar of English. CUP, 2006.
- Concise English Grammar by Prof. V. K. Moothathu. Oxford University Press, 2012.
- Driscoll, Liz. Common Mistakes at Intermediate and How to Avoid Them. CUP, 2008.
- English for Effective Communication. Oxford University Press, 2013.
- Greenbrae, Sidney. Oxford English Grammar. Indian Edition. Oxford University Press, 2005.
- Kenneth, Anderson, Tony Lynch, Joan MacLean. Study Speaking. New Delhi: CUP, 2008.
- Leech, Geoffrey et al. English Grammar for Today: A New Introduction. 2nd Edition. Palgrave, 2008.
- Leech, Geoffrey, Jan Svartvik. A Communicative Grammar of English. Third Edition. New Delhi: Pearson Education, 2009

SEMESTER	Course Code	Course Title	L	T	P/ S	C	Int. Marks	Ext. Marks	Total Marks
I	MC21B101	Universal Human Values-I (UHV-I) Student Induction Program (mandatory AICTE)	1				50		
COs	Course Outcomes							POs	BTLs
	<p>The Student Induction Program (SIP)</p> <p>The 3-week Student Induction Program (SIP) is to prepare newly admitted undergraduate students for the new stage in their life by facilitating a smooth transition from their home and school environment into the college and university environment through various discussions and activities.</p> <p>The SIP has been formulated with specific goals to help students to:</p>								
CO1	Become familiar with the ethos and culture of the institution (based on institutional culture and practices)							NA	NA
CO2	Set a healthy daily routine, create bonding in batch as well as between faculty members and students							NA	NA
CO3	Get an exposure to a holistic vision of life, develop awareness, sensitivity and understanding of the Self---family---Society---Nation---International---Entire Nature							NA	NA
CO4	Facilitate them in creating new bonds with peers and seniors who accompany them through their college life and beyond							NA	NA
CO5	Overcome weaknesses in some essential professional skills – only for those who need it (e.g. Mathematics, Language proficiency modules)							NA	NA
CO6	To application of concepts learned in this program							2,5,6	3,6

SIP MODULE I: Universal Human Values I (UHV I)

22 hours

The various modules or core areas recommended for the 3-week SIP are:

The purpose is to help develop a holistic perspective about life. A self-reflective methodology of teaching is adopted. It opens the space for the student to explore his/her role (value) in all aspects of living – as an

individual, as a member of a family, as a part of the society and as an unit in nature. Through this process of self-exploration, students are able to discover the values intrinsic in them. The session wise topics are given below:

Session No	Topic Title	Aspirations and Issues	Basic Realities (underlying harmony)
1	Welcome and Introductions	Getting to know each other	Self-exploration
2 and 3	Aspirations and Concerns	Individual academic, career... Expectations of family, peers, society, nation... Fixing one's goals	Basic human aspirations Need for a holistic perspective Role of UHV
4 and 5	Self-Management	Self-confidence, peer pressure, time management, anger, stress... Personality development, self-improvement...	Harmony in the human Being
6 and 7	Health	Health issues, healthy diet, healthy lifestyle Hostel life	Harmony of the Self and Body Mental and physical Health
8, 9, 10 and 11	Relationships	Home sickness, gratitude towards parents, teachers and others Ragging and interaction Competition and cooperation Peer pressure	Harmony in relationship Feelings of trust, respect... gratitude, glory, love
12	Society	Participation in society	Harmony in the society
13	Natural Environment	Participation in nature	Harmony in nature/existence
14	Sum Up	Review role of education Need for a holistic perspective	Information about UHVII course, mentor and buddy
15	Self-evaluation and Closure	Sharing and feedback	

SIP MODULE II: Physical Health and Related Activities

This module is intended to help understand the basic principles to remain healthy and fit and practice them through a healthy routine which includes exercise, games etc.

SIP Module III: Familiarization of Department/ Branch and Innovation

This module is for introducing and relating the student to the institution/department/branch; how it plays a role in the development of the society, the state, region, nation and the world at large and how students can participate in it.

SIP MODULE IV: Visit to a Local Area

To relate to the social environment of the educational institution as well as the area in which it is situated through interaction with the people, place, history, politics...

SIP MODULE V: Lectures by Eminent People

Listening to the life and times of eminent people from various fields like academics, industry etc. about careers, art, self-management and so on enriches the student's perspective and provides a holistic learning experience.

SIP MODULE VI: Proficiency Modules

This module is to help fill the gaps in basic competency required for further inputs to be absorbed. It includes effort to make student proficient in interpersonal communication and expression as well as awareness about linguistic and thereafter NLP.

SIP MODULE VII: Literature / Literary Activities

Through the exposure of local, national and international literature, this module is aimed at helping the student learn about traditional as well as contemporary values and thought.

SIP MODULE VIII: Creative Practices

This module is to help develop the clarity of humanistic culture and its creative, joyful expression through practice of art forms like dance, drama, music, painting, pottery, sculpture etc.

SIP MODULE IX: Extra Curricular Activities

This is a category under which things that are not placed in any of the above may be placed. Some clubs and hobby group may be made for each of the above categories, so that students may pursue them even after SIP.

The recommended hours to be allocated are given above. Depending on the available faculty, staff, infrastructure, playgrounds, class timings, hostellers and day scholars etc., the timetable for these activities may be drawn up. Of course, colleges may conduct an inaugural function at the beginning of the SIP; and they may also conduct a celebratory closing ceremony at the end of the SIP. In particular during the

lockdown phase, appropriate care may be taken and some or all activities may be planned in distance-learning or on-line mode.

Implementation:

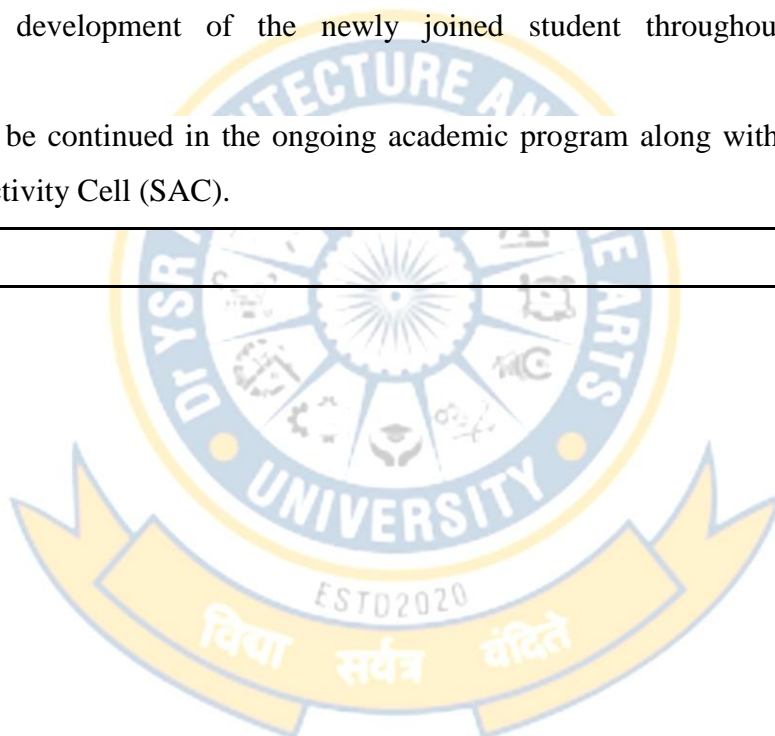
The institution is expected to conduct the 3-week SIP under the guidance of the Director/Principal or Dean Students or a senior faculty member. For this, the institution is expected to make an SIP Cell. The SIP Cell will be responsible for planning, and then implementation of the SIP.

Follow up:

The SIP is only the beginning of the interaction with newly joined students.

An important part of the SIP is to associate one faculty mentor to every small group of about 20 students; and also associate one senior student buddy to an even smaller groups of about 5 students for the guidance required for holistic development of the newly joined student throughout his/her time in the institution/college.

These activities are to be continued in the ongoing academic program along with other cultural activities through the Student Activity Cell (SAC).



SEMESTER – II

SEMESTER	Course Code	Course Title	L	T	P/ S	C	Int. Marks	Ext. Marks	Total Marks
II	PG21B2C1	Colour Photography	4			4	50	50	100

COs	Course Outcomes	POs	BTLs
	The student will be able		
CO1	To understand various earlier methods of colour printing	1,2	1, 2
CO2	To acquire knowledge of physics (optics) in colour Photography	2,3	1, 2
CO3	To gain knowledge of different colours and its counterparts	2,3	1, 2
CO4	To gain good knowledge on the colour Psychology.	2,3	1, 2
CO5	To understand and learn various aspects of colour printing processes	2,3	1, 2
CO6	To understand the various aspects of colour printing technology	2,3	1, 2

MODULE – I

History of Colour Photography - Earlier methods of hand colouring - cyanotypes prints - colouring daguerreotype by electroplating methods - Photographic emulsions on glass plates - the solar camera - colour film - chrome film

MODULE – II

Colour in Photography - how we see - Colour spectrum - Colour wheel - Primary and secondary colours - Visible spectrum - human eye and colours

MODULE – III

Colour Theory - Colour temperature - colour contrast - colour harmony - Additive and subtractive colour mixing - RGB and CMYK colours

MODULE – IV

Colour vision - colour psychology - cool colours - warm colours - symbolic colours - warning colours - negative and positive colours - colour balance - colour sign boards

MODULE – V

Colour and Black and White Film Process and Printing - Colour synthesis, different colour prints like:- sepia tone techniques, mat surface, glossy surface, Quality control in printing, types of paper and ink used Storage of films and prints for archives

MODULE - VI

Characteristics of colour, strong colour muted colour, hue, tint, colour wave length, collage with colour photos, b/w and colour photo collage

BOOKS RECOMMENDED

- Basics Photography Lighting by David Präkel - AVA Publishing SA (2007)
- Mastering Photography by Gordon Roberts - Macmillan (1995)
- The New Practical Photography by S. Thiagarajan, 5th Edition - Chand (1998)



SEMESTER	Course Code	Course Title	L	T	P/ S	C	Int. Marks	Ext. Marks	Total Marks
II	PG21B2C2	Digital Photography	4			4	50	50	100
COs	Course Outcomes							POs	BTLs
	The student will be able								
CO1	To understand digital photography history, innovations, types of camera							1,2,4	1, 2
CO2	To acquire knowledge on digital cameras, evolution of sensors							1,2,4	1, 2
CO3	To gain knowledge on digital image formation, colour formation, pixels, resolution							1,2,4	1, 2
CO4	To gain knowledge on optics, optical zoom, digital zoom, Depth of field and focus, Exposure triangle, remedial							2,5,6	1, 2
CO5	To understand camera elements and shooting modes							2,5,6	1, 2
CO6	To understand file formats, storage devices and methods							2,4	1, 2

MODULE – I

History of Digital Photography - Digital photography fundamental - Introduction to Digital Imaging Principles – parts of the camera - classification of cameras - silver halide camera and electronic still camera – difference between analogy and digital still camera – types of digital cameras – DSLR

MODULE – II

Evolution of Digital Cameras – Components of Digital Camera - Evolution of different sensors – how digital camera capture images - Image Sensors and Signal Processing for Digital Still Cameras - LCD Display – TTL – Types of Sensors - CCD, CMOS – Sensor Characteristics & Configuration - film v/s digital - Digital image characteristics

MODULE – III

Digital Image formation - Color Formation - Sensors array color - sensors photo sites color - calculating color and understanding - Color Filter Array - Micro lens arrays - Bayer filter - Image sensors and Pixels - Pixels evolutions - Resolution - Pixels v/s resolution - Photocells - CRT and Flat-panel display resolutions - bit depth and quantization – Relationship between Floating point and bit depth – Aperture and Floating point

MODULE – IV

Optics – Different kinds of Lenses - Optical Zoom - Digital Zoom - Optical Zoom v/s Digital Zoom - Focusing – Auto Focus systems – Focal length – Depth of field – Depth of focus - Understanding lens multiplication with DSLR – Image formation - Characteristic of Digital Image – Exposure Triangle – Aperture - Shutter Speed - ISO - ISO

Sensitivity - Sensor Sensitivity - Dynamic Range – Histogram - Noise – Aliasing – Moiré – Remedial measures

MODULE – V

Digital camera manual - Menu & Operations - Basic elements - Camera shooting modes - A, S, M, P, B and additional automated modes - measuring the intensity of light - white balance - techniques to different types of shooting situations - bracketing - reducing camera shake - Flash Photography - minimizing red-eye in photos

MODULE - VI

Image/file Formats - understanding RAW, JPEG, TIFF - why RAW - Image size - Memory cards - CF – SD – Data management - Organizing data – Data Storage – Methods of storage – File formats & Storage – Storage Devices - Precautions for storage - Backup - Maintaining records and registers - Accessing data - Data transfer

BOOKS RECOMMENDED

- Digital Photographers Handbook by Tom Ang - Dorling Kindersley Publishers Ltd (2002)
- Digital Photography: An Introduction by Tom Ang, 5th Edition - DK Publishing (2018)
- The Digital Photography Hand Book by David Jones
- Advanced Digital Photography by Tom Ang
- The Advanced Digital Photographer's Workbook by Yvonne J. Butler (ed.), Taylor & Francis Ltd
- Photography Foundations for Art & Design by Mark Galer, 4th Edition
- Complete Digital Photography by Ben Long, 8th Edition, Cengage Learning PTR (2014)
- Beginning Digital Image Processing: Using Free Tools for Photographers by Sebastian Montabone (2010)

SEMESTER	Course Code	Course Title	L	T	P/ S	C	Int. Marks	Ext. Marks	Total Marks
II	PG21B2C3	Portrait Photography	3			3	50	50	100
COs	Course Outcomes							POs	BTLs
	The student will be able								
CO1	To understand overview of Portrait Photography, it's study and various types.							1,2	1,2
CO2	To acquire knowledge of Equipment, Lighting and Studio Props							2,3,6	3,4
CO3	To acquire the knowledge about Posing and make over of subject							2,7	3,4
CO4	To acquire the knowledge on lighting patterns and Creative Lighting Technique for Portrait Photography							3,6	3,4,6
CO5	To understand and study on formal portraits and informal portraits							2,5,7	2,3,4,6
CO6	To understand on the Different kinds of Portrait Photography							3,4	2,4
MODULE - I									
History of Portrait Photography – Basic face shapes – Purpose of Portrait Photography - Characteristics & types of Portraits Photography – Classic Portrait Photography									
MODULE - II									
Equipment and Lighting for portrait photography - Types of lights and watts - Light shapers and umbrellas - Backdrops and accessories - Reflectors and diffusers for natural light sources - Studio Props: - Camera – Camera Accessories - Lenses for Portraiture – Strobe - Flash Gun - Soft boxes – Modifiers – Reflectors – Backgrounds – Posing stool – Ladder									
MODULE – III									
Poses and Expressions – Practical Posing – Dressing for success – Refining the Pose – Exploring relationships – Headroom – Space - Depth and Scale - Arranging the subject within the Frame - View Point - Cameras working on skin texture based on different models & picture profile - Flat faces & distorted faces									
MODULE – IV									
Lighting - Face shape - Lighting for Different Predominant Faces - Using Available Light – Window light – Studio Light - Traditional way of lighting – One Point lighting – Catch light - Low Key Lighting – Low key									

lighting with one light – Mid Key Lighting – High Key Lighting – High Key lighting with one light -Two Point Lighting - Three-point lighting

MODULE – V

Types of lighting – Profile Lighting – Loop lighting – Vermeer lighting - Lighting for moods - Creative Lighting Technique – Bare Bulb – Spot lighting – Accent Lighting – Using Gels – Using Flash

MODULE – VI

Formal Portraits – Using Background – Using Colour for effect – Using Shape, Form & Texture – Using Props – Beauty Photography – Profiles – Head Shots - Location Portraits – Cropping Effectively - Glamour Portrait - Child Portrait - Character Portrait - Constructionist portrait - Informal Portraits – Different Age Groups – Environmental Portrait - Candid Portrait – Selfie

BOOKS RECOMMENDED

- Annie Leibovitz: Portraits 2005-2016 by Annie Leibovitz
- The perfect portrait guide - how to photograph people by Wilson, David_ Busselle, Michael
- Portrait Photography_ Secrets of Posing & Lighting (A Lark Photography Book) by Mark Cleghorn
- Corrective Lighting, Posing & Retouching for Digital Portrait Photographers by Jeff Smith
- Portrait Photography - Art and Techniques by Saraya Cortaville
- Power Platon (portraits of world leaders) by Platon
- Platon's republic by Platon

SEMESTER	Course Code	Course Title	L	T	P/ S	C	Int. Marks	Ext. Marks	Total Marks
II	PG21B2C4	Still Life Photography	3			3	50	50	100
COs	Course Outcomes							POs	BTLs
	The student will be able								
CO1	To understand overview of Still Life Photography							1,2	1,2
CO2	To acquire knowledge on Lighting for still life							2,3	2,4,6
CO3	To acquire knowledge on composition and balance							2,3,5	2,4,6
CO4	To acquire the knowledge on how to arrange the subject by using various elements							2,3,6	2,4,6
CO5	To implement the product in a still life way							2,3,7	2,4,6
CO6	To implement the food in a still life way							2,3,7	2,4,6
MODULE – I									
Introduction to Still Life Photography – History of Still Life – Different types of still life photography - Digital Cameras and Technology – Lenses for still life photography - Resolution – White balance - ISO sensitivity - Exposure modes – Histogram									
MODULE – II									
Still life - Context – Format – Content – Balance – Composition – Depth – Perspective - Focus – Camera Angle – Camera Position – Values – Cast shadow - Core shadow – Mid-Tone – Backdrops – Types of Backdrops - Shooting against white background – Shooting Tethered									
MODULE – III									
Lighting for still life - Continuous sources - Shaping and controlling light - Mood and impact – controlling and evaluating exposure – controlling and directing light – Soft boxes – Types of Soft boxes – Natural light Direction – Back lighting - Reflected light – Flash Lighting									
MODULE – IV									
Creativity on Still-life Photography – Key Elements – Subject, Story & Mood – Background – Props – Layout - Household objects – Food – Colour - Cross-polarization - Black and white – Flowers - Water droplets - Setting Up Table Top Studio – Photo table – Useful Accessories – Background Materials &									

Props – Using Chroma Key - Reprography

MODULE – V

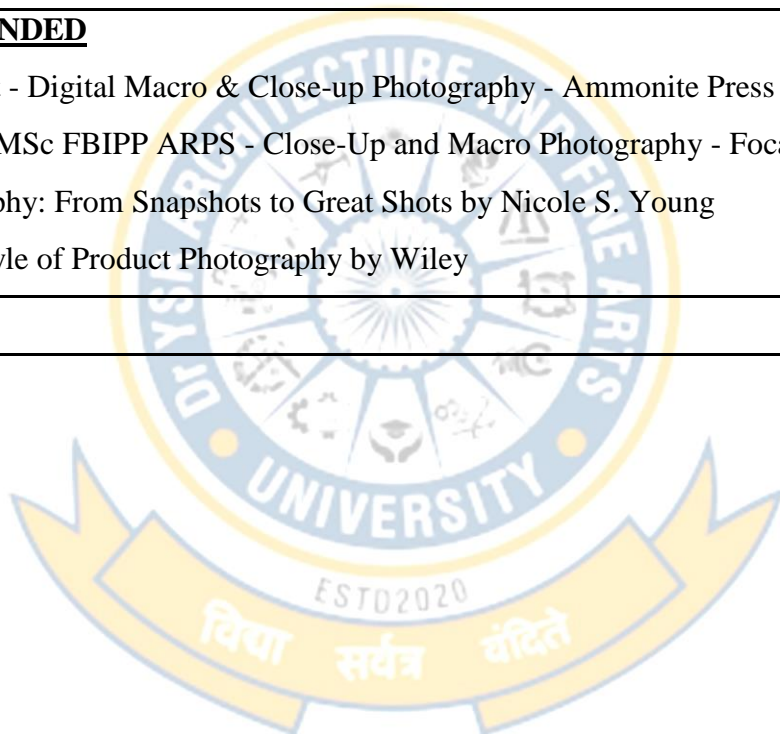
Product Photography - Basic Setup - Saw horses – plywood – background supports – Light sources - Accessories – Sandbags – composing an image to suit the product – applying special technique for reflective products – applying special techniques for general products – digital screens as backdrop

MODULE – VI

Food Photography -- Gears needed - Image Design and Composition – dishes and accessories – textiles and textures – Conceptual Still Photography – boards – styling – gadgets and tools – Styling from camera view – Keeping it real - Main Dishes – Desserts – Drinks – Image Processing – still life photography ideas – tips – tricks

BOOKS RECOMMENDED

- Ross Hoddinott - Digital Macro & Close-up Photography - Ammonite Press
- Adrian Davies MSc FBIPP ARPS - Close-Up and Macro Photography - Focal Press
- Food Photography: From Snapshots to Great Shots by Nicole S. Young
- The Art and Style of Product Photography by Wiley



SEMESTER	Course Code	Course Title	L	T	P/ S	C	Int. Marks	Ext. Marks	Total Marks
II	PG21B2P1	Colour Photography Tech	2		6	7	50	50	100
COs	Course Outcomes							POs	BTLs
	The student will be able								
CO1	To understand what is balance, composition and various colour conditions							2,3	3,6
CO2	To acquire knowledge on various filters and its usage.							2,3	3,6
CO3	To understand different colour in a day, the application is to shoot dawn to dusk shots in different lighting condition in a day.							3,5	3,6
CO4	To acquire knowledge on Colour theory							3,4	3,6
CO5	To understand colour printing in commercial labs							2,6	3,6
CO6	To understand various techniques in printing process							2,6	3,6
MODULE – I									
Shooting in Colour – colour psychology – Colour and Emotion – Composition and Colour Balance – Natural Light and Electronic Flash - Colour Temperature - Light for Colour Shots – Portraits in outdoor and indoor Colour Photography									
MODULE – II									
Filters – Types of Filters and their use – Conversion filter – ND, Skylight and UV filters – Polarising filter – Special Effects Filters									
MODULE – III									
Dawn to Dusk (Early morning to late after Sunset same subject same framing)									
MODULE – IV									
Colour Theory - Color Management - Strong Colour - Muted Colour - Colour wheel - Colour Harmony - Color Contrast - Monochromatic colour - Analogous Colour - Complementary Colours - Triadic Colours - Isolated Colour - Color space									
MODULE – V									
Process of Digital Color printing in labs – Basic Theory – Equipment required – Types of Colour paper printing – Colour Enlargers – Filters Fundamentals									

MODULE – VI

Colour Printing process – Processing steps and Timings – Colour shifts – chemical reaction – Overall stain – General problems – Others Accessories – Colour Analyser – Densitometer – Process Times- Processing Drums – Ring around prints showing colour balance – Exposure verifications

BOOKS RECOMMENDED

- Basics Photography Lighting by David Präkel - AVA Publishing SA (2007)
- Making of Colour by Dixons World of Photography
- Mastering Photography by Gordon Roberts - Macmillan (1995)
- The New Practical Photography by S. Thiagarajan, 5th Edition - Chand (1998)



SEMESTER	Course Code	Course Title	L	T	P/ S	C	Int. Marks	Ext. Marks	Total Marks
II	PG21B2P2	Digital Photography Tech	2		6	7	50	50	100
COs	Course Outcomes							POs	BTLs
	The student will be able								
CO1	To understand how to use various digital cameras, Understanding Histogram and shooting images in various conditions							2,6	3,6
CO2	To acquire knowledge on setting up a studio and firm knowledge of understanding backdrops							2,6	3,6
CO3	To acquire the knowledge of Natural light and its classification							3,6	3,6
CO4	To acquire the knowledge of Artificial light, types and its classification							3,6	3,6
CO5	To understand and acquire knowledge on Various Lighting Conditions, Quality of light and Quantity of light							3,6	3,6
CO6	To understand various light modifiers and its application.							3,6	3,6
MODULE – I									
Introduction to Digital Camera –Bracketing - Exposure - Application of Histogram - Light - Applications of ISO Settings – Colour – Tone and contrast - Revealing Shape and Contour – Noise - Noise Problems - Manual Settings - Auto Exposure Modes - Interpretation and Expression - Playing with time and light - Shooting Indoor Environment - Shooting Outdoor Environment									
MODULE – II									
Studio Setup - Planning the Space - Professional Studio - Background and sets -Plain Backgrounds - Textured and Patterned Backgrounds - Simple Sets - Elaborate Sets - Front and Back Projection - Captive Sets									
MODULE – III									
Natural Light - Direct Sunlight - Clear Midday Sunshine - Evening and Mid-Morning - Golden Hour & Sunrise & Sunset - Diffused Skylight - Bounced Light - Indirect Light - Diffused Light - Twilight, Dawn & Dusk - Shade & Overcast Sunlight									
MODULE – IV									
Artificial Light - Continuous Light Sources - Flash Light - Flash – Flash and its control – Camera’s with									

Built in flash - Using Bounce flash – Accessory Flash Units – Exposure and Flash – Fill in Flash – Open Flash – Off Camera Flash - Strobe Light Sources - LED Lights - Ambient Light - Shooting images under various ambient lighting conditions

MODULE – V

An Arsenal of Lights - Single light setup - Basic Setup -Light Size - Skin Texture – Key light – Triangle light - Low key and High key light – Narrow light - Far and Side light – glare and flare - Additional lights - Quality of Light -Hard light -Soft light - Quantity of Light – Intensity - Core Light - Feather Light

MODULE – VI

Light Modifiers – Umbrella – Soft Boxes - Reflectors - Beauty Dish - Strip Lights – Grids – Barn Doors - Snoot - Optical Spot Light – Gobos - Light Cutters - Flags – Skimmers - Study on Phase of Light - Diffusers – Working with Distance - Object Study with different modifiers - Portrait Study with different Modifiers.

BOOKS RECOMMENDED

- Chris Coe and Chris Weston. Creative DSLR Photography. Focal Press, 2010
- John Child. Studio Photography: Essential Skills. Focal Press, 2008
- Mark Galer. Digital photography in available light. Focal Press, 2006
- Fil Hunter, Steve Biver, Paul Fuqua. Light– Science & Magic: An Introduction to Photographic Lighting

SEMESTER	Course Code	Course Title	L	T	P/ S	C	Int. Marks	Ext. Marks	Total Marks
II	CC21B2CS	Communication Skills	2			2	50	50	100
COs	Course Outcomes							POs	BTLs
	The student will be able								
CO1	On completion of the course, the students should be able to listen to lectures, public announcements and news on TV and radio. Engage in telephonic conversation.							NA	1,2
CO2	To provide an adequate mastery of technical and communicative English Language speaking skills training							NA	1,2
CO3	To provide an adequate mastery of technical and communicative English Language reading skills training							NA	1,2
CO4	To prepare students for participation in seminars, group discussions, paper presentation and general personal interaction at the professional level.							NA	1,2
CO5	To provide an adequate mastery of creative writing skill training, different modes of writing, project reports effectively.							NA	1,2
CO6	To familiarize students with different modes of general and academic writing.							NA	1,2
MODULE – I									
Communication: Importance of Communication; Elements of good individual communication; organizing oneself; different types of communication; Barriers in the path of Communication.									
MODULE – II									
Listening skills: Listening to conversation and speeches (Formal and Informal) Reading: Techniques of reading, skimming, Scanning, SQ3R technique									
MODULE – III									
Creative Writing: Scope of creative writing; Writing skills Signposting. Outlines, Rephrasing Writing a report/ format of the report; Paragraph, Letter Writing, Essay writing, Memo, Cikedlar, Notice Cover Letter, Resume, writing with a thesis, Summary, Précis, Product description - Description of projects and features Oral Report; Periodical Report; Progress Report; Field Report Preparation of minutes; Video conference;									

Tele conference / Virtual meeting

MODULE – IV

Speaking: How to converse with people, how to communicate effectively; Language and grammar skills; Pronunciation drills, Phonetics, vowels, Diphthongs, consonants, Stress, Rhythm and intonation, Conversational skills Features of effective speech-practice in speaking fluently-role play-telephone skills-etiquette.

MODULE – V

Short Extempore speeches-facing audience-paper presentation-getting over nervousness-Interview techniques-preparing for interviews - Mock interview. Body Language.

MODULE – VI

Impact of internet on communication; communication through computers; voice mail; broadcast messages; e-mail auto response, etc.

BOOKS RECOMMENDED

- C S Rayudu: Principles of Public Relations, Himalaya Publishing House
- Daniel Colman: Emotional Intelligence,
- English for Effective Communication. Oxford University Press, 2013.
- K. Ashwathappa: Organizational Behavior, Himalaya PublishingHouse
- Kenneth, Anderson, Tony Lynch, Joan MacLean. Study Speaking. New Delhi: CUP, 2008.
- Krishna Mohan &Meera Banerji: Developing Communication Skills Macmillan India
- Lynch, Tony. Study Listening. New Delhi:CUP, 2008.
- Marks, Jonathan. English Pronunciation in Use. New Delhi: CUP, 2007.

SEMESTER	Course Code	Course Title	L	T	P/S	C	Int. Marks	Ext. Marks	Total Marks
II	MC21B201	Environmental Science	1				50		
COs	Course Outcomes							POs	BTLs
	The student will be able								
CO1	To understand the importance of environment and natural resources							6, 7	1, 2
CO2	To acquire the knowledge on various principles of eco- systems and their functions.							6, 7	1, 2
CO3	To gain the knowledge on various principles, threats and conservation of bio diversity.							6, 7	1, 2
CO4	To understand the importance of national and international concern for protection of environment from various pollutants							6, 7	1, 2
CO5	To understand various social Issues related to Environment							6, 7	1, 2
CO6	To understand the impact of human population on the environment.							6, 7	1, 2

MODULE – I

Environmental studies–Introduction: - Definition, scope and importance, Measuring and defining environmental development indicators.

Environmental and Natural Resources: Renewable and non-renewable resources - Natural resources and associated problems - Forest resources - Use and over - exploitation, deforestation, case studies - Timber extraction, dams- benefits and problems.

MODULE – II

Basic Principles of Ecosystems Functioning: Concept of an ecosystem. -Structure and function of an ecosystem. - Producers, consumers and decomposers. - Energy flow in the ecosystem Ecological succession. - Food chains, food webs and ecological pyramids. Introduction, types, characteristic features, structure and function of the following ecosystem:

- Forest Ecosystem
- Grassland Ecosystem
- Desert Ecosystem
- Aquatic Ecosystem (Ponds, Streams, Lakes, Rivers, Oceans, Eustuaries)

MODULE – III

Biodiversity and its conservation: Introduction – Definition- genetic, species and ecosystem diversity. Bio-geographical classification of India

Threats to biodiversity: habitat loss, poaching of wildlife, man-wildlife conflicts. - Endangered and endemic species of India.

Conservation of biodiversity: In-situ and Ex-situ conservation of biodiversity

MODULE – IV

Environmental Pollution: Definition, Cause, effects and control measures of

- a) Air pollution
- b) Water pollution
- c) Soil pollution
- d) Marine pollution
- e) Noise pollution
- f) Thermal pollution
- g) Nuclear hazards

MODULE – V

Social Issues and the Environment: From unsustainable to sustainable development -Urban problems related to energy -Water conservation, rain water harvesting, and watershed management - Climate change, global warming, acid rain, ozone layer depletion, nuclear accidents and holocaust. Case Studies. – Waste land reclamation

MODULE – VI

Human Population and the Environment: Population growth, variation among nations. Population explosion Role of information Technology in Environment and human health. - Case Studies.

Field work: Visit to a local area to document environmental assets River /forest grassland/hill/mountain - Visit to a local polluted site-Urban/Rural/industrial/ Agricultural Study of common plants, insects, birds. - Study of simple ecosystems- pond, river, hill slopes, etc.

Text books:

1. Erach Bharucha, A Text Book of Environmental Studies for Under graduate Courses, University Grants Commission.
2. Perspectives in environmental Studies, Anubha Kaushik and C P Kaushik, New Age International Publishers, New Delhi, 2018. 2. A Textbook of Environmental Studies, Shashi Chawla, McGraw Hill Education, New Delhi, 2017.

BOOKS RECOMMENDED

1. Environmental Studies by Benny Joseph, McGraw Hill Education, New Delhi, 2017.
2. Fundamentals of environmental studies, Mahua Basu and S Xavier, Cambridge University Press, New Delhi, 2017.



SEMESTER – III

SEMESTER	Course Code	Course Title	L	T	P/S	C	Int. Marks	Ext. Marks	Total Marks
III	PG21B3C1	Photojournalism	4			4	50	50	100
COs	Course Outcomes							POs	BTLs
	The student will be able								
CO1	The student will understand history of photojournalism, its principals and its nature of work.							1,2	1, 2
CO2	The students will learn the different ways of documenting of different places and cultures (festivals).							1,2,3,9	1, 2
CO3	The students will get to know the different implications in the various aspects of photo journalism, its rules and limitations.							2,5,7, 10	1, 2
CO4	The students will learn about the editorial thinking for print media (Newspapers, Magazines, and other important media related journals).							2,6	1, 2
CO5	The students will learn about law, legal consequences and Remedies in terms of photo journalism.							2,7	1, 2
CO6	The students will learn the effective usage of digital technology, maintaining library and storage for photo journalism.							1,6	1, 2

MODULE – I

Introduction to Journalism - Photojournalism - Brief History – Halftone Process – Sensationalism – Staff Photographers - The Speed Graphic Style - Wire Photo – The Rise of Picture Magazines – Candid Camera Aesthetic – Life Magazine – The Documentary Approach - 35MM Camera – Multiple Photo Approach – The Evolution of the Camera Reporter - Birth of Modern Photo Journalism - Nature and Scope of Photojournalism - Photographers as Social Documentarians - EDFAT, 5 W - 1H.

MODULE – II

Photo documentary - Places - Events - Festivals - Photo story - PAGE 3 Photography - Role of Photo journalist in Investigative Journalism

MODULE – III

War Photojournalism - Sports Photojournalism – Glamour Photojournalism - Travel Photojournalism -

Wildlife Photojournalism – limitations in photo Journalism

MODULE – IV

Photo journalism in perspective: Newspapers - General Assignment – Picture Pages - Sunday News Paper Magazines – The Weekly Newspapers - Weekly News Magazine - Other Magazines - Eye witness - Spot News - Instant Rapport - Reporters - Photo Journalist as Allies - Editorial Thinking for Print Media.

MODULE – V

Photojournalism Law: The Legal Boundaries - The Rights of Subjects - The Rights of Photojournalists - In Public Places - In Private Places - Private Places Open to the Public - Issues of Libel and Invasion of Privacy - Right of Privacy Rulings - Photographing in Private Campus - Ethics of Posing – Photographing Obscenity - Defining Ownership of Photograph and Digital Images - The legal Consequences and Remedies

MODULE – VI

Digital Technology - Digital Libraries - Electronic Publishing - Digital Journals – e News Paper - Contemporary Photojournalists

BOOKS RECOMMENDED

- Photo Journalism by Frank P. Hoy
- Documentary by David Schiefelds
- Photo Journalism by B.K. Deshpande
- Photo Journalism - the professional approach by Kenneth Kobre
- Modern news structure in print media& electronic media.

SEMESTER	Course Code	Course Title	L	T	P/ S		C	Int. Marks	Ext. Marks	Total Marks
III	PG21B3C2	Fine Arts Photography	4				4	50	50	100
COs	Course Outcomes								POs	BTLs
	The student will be able									
CO1	To understand the overview of Fine Arts Photography								1,2	1,2
CO2	To acquire knowledge of various sub- genres in Fine Arts Photography and where it is involved								2,3	2,3
CO3	To acquire the knowledge on principles and elements of art.								3,5	2,3,6
CO4	To understand various Perspectives of Fine Arts Photography.								2,3,5	2,3,6
CO5	To understand study in light sense in paintings								2,3	2,3,6
CO6	To acquire the knowledge on Art Movements.								2,4,6	2,3,6
MODULE – I										
History of fine art photography – Types of Dimensions – Decisive Moment – Decided Moment – Difference between snap shot and a photograph – Art of seeing – importance of composition – importance of evaluating										
MODULE – II										
Study on Photograph as a craft - Relationship between painting and photography – panorama - photo stitch- vanishing point- horizon line - Landscape – Seascape – Astrophotography – Architecture – Exterior – Interior - Still life										
MODULE – III										
Principles of fine art Photography – Balance (Symmetry, Asymmetry, Radial, Matrix) – Rhythm – Pattern – Emphasis – Contrast – Unity - Harmony - Movement - Elements of fine art photography – Line – Shape – Form – Texture – Colour – Size - Depth										
MODULE – IV										
Perspectives in fine art Photography (variants)										
MODULE – V										
Learning from painting masters to make a powerful body of imaging work that can intuitively and emotionally touch consumers and influence buying decisions – Lighting techniques introduced by different										

paintings -

MODULE – VI

Art movements related to photography – Dada - Naturalism/straight photography – Surrealism - Photo realism – Impressionism – Expressionism - Types of Printing – Commercial printing vs Art Printing

BOOKS RECOMMENDED

- Color by Sheila Metzner
- The dramatic portrait by Chris knight
- Secret knowledge by David Hockney
- The art of photography 1st & 2nd edition by Bruce barnbaum



SEMESTER	Course Code	Course Title	L	T	P/ S	C	Int. Marks	Ext. Marks	Total Marks
III	PG21B3E1	Basics of Computer	3			3	50	50	100
COs	Course Outcomes							POs	BTLs
	The student will be able								
CO1	To understand what computer is, history of computer, types and computer system components.							2,6	1,2
CO2	To acquire knowledge on system unit							2,6	1,2
CO3	To acquire the knowledge on Input, Output and Storage.							2,6	1,2
CO4	To acquire the knowledge on software's and understanding application software.							2,4,6	1,2
CO5	To understand and acquire knowledge on Networking and Internet Basics							2,6	1,2
CO6	To understand and acquire knowledge on Connectivity and Communication							2,6	1,2

MODULE – I

What is Computer - Characteristics of computer - History of computer - Abacus - Pascal's mechanical calculator Charles Babbage's - differential engine - Electronic Numeric Integrator and calculator (ENIAC) - Universal Automatic computer (UNIVAC) - Computer Basics - Personal Computers – Multi User Computers - Understanding Software Types – Computer System Components - Ethernet Networking - Bluetooth Networking - The Internet - Generation of Computers - Hardware - Central Processing Unit (CPU) - Primary storage section - Arithmetic logic unit - Control unit – Storage Units.

MODULE – II

The System Unit – Understanding CPUs - Physical Composition of a CPU - CPU Performance Factors - Understanding Memory - How Computers Use Memory - Understanding System Memory - Understanding Motherboards - Expansion Slots - Built-in Components - Other Common External Connectors - Drive Connectors - Understanding Power Supplies.

MODULE – III

Input, output, & Storage - Selecting and Using Input Devices – Keyboards -Pointing Devices -Drawing Tablets - Scanning Devices - Capture Devices - Audio Input Devices - Selecting and Using Output Devices - Display Screens – Printers - Printer Features - Inkjet Printers - Laser Printers - Specialty Printers - Audio

Output Devices - Choosing Appropriate Storage Devices - Data Storage Basics - Hard Disk Drives - Optical Drives - Solid-State Drives - Network Volumes - Cloud-Based Storage - Input Devices - Keyboard - Mouse - Joystick - Trackball - Light pen - Magnetic scanner - Touch screen – Microphone - Output devices - External storage devices - Floppy disk –compact disc – Hard disk - Printer- Software

MODULE – IV

Software - Understanding System Software - The System BIOS - The Operating System - Utility Software - Comparing the Major Operating Systems - Desktop and Notebook Operating Systems - Operating Systems for Tablets and Smartphones - Understanding Digital Storage - Drives, Volumes, and File Systems - How Files Are Organized in Folders - File Extensions and File Types – Backups – Application Software - Different types of Monitors – CRT – LCD - & LED - RAM - Types of File Systems – FAT- FAT32 – NTFS - Types of computers – Analog – Digital – Hybrid Computers – Special Purpose Computers – Super – Mainframe – Mini- Macro Computers

MODULE – V

Networking and Internet Basics - Our Connected World: Communication Systems - Public Telephone and Data Networks - Ways of Classifying Networks - Intranets and Extranets - Ethernet - Wireless Networking Technologies - Network Hardware - Network Adapters - Switches and Hubs – Routers – Repeaters - Network Cables - Understanding and Connecting to the Internet - Uses of Computers in Various Fields – How to protect your computer from Virus.

MODULE – VI

Online Communication – Internet Communication Types – Email - Instant Messaging, Texting, and Chatting - Social Networking - Blogs and Microblogs - Communicating Appropriately - Professional versus Personal Communication - Verbal versus Written Communication - Choosing the Appropriate Online Medium - Using and Managing Email Working with Attachments - Working with Stored Contacts - How the Web Works - Network and Internet Security Concerns - Network and Internet Privacy Concerns - Encrypting Data - Preventing Data Loss - Installing Operating System Updates - Wiping Old Drives - Legal, Ethical Issues in Computing -Health Issues in Computing - Environmental Issues in Computer Disposal.

BOOKS RECOMMENDED

- An introduction to Computer studies by Noel Kalicharan
- Computer Basics - Published by Dr. MCR HRD Institute of A.P.
- Computing fundamentals digital literacy edition by Faithe Wempen, Rosemary Hattersley, Richard Millett, Kate Shoup
- Hardware - Bible by Winn L Rosen.

SEMESTER	Course Code	Course Title	L	T	P/ S	C	Int. Marks	Ext. Marks	Total Marks
III	PG21B3E2	Macro Photography	3			3	50	50	100
COs	Course Outcomes							POs	BTLs
	The student will be able								
CO1	To understand overview of Macro Photography, it's various types.							1,2	1,2
CO2	To acquire knowledge on compositional values							2,3	2,3,4
CO3	To acquire knowledge on Equipment, Accessories and various techniques required for Macro Photography.							2,6	2,3,6
CO4	To acquire the knowledge on Lighting and Lighting Gears							2,3,6	2,3,6
CO5	To understand and study techniques in various conditions.							2,3,5	2,3,6
CO6	To deal with the problems and it's rectification							2,7	2,3,6
MODULE – I									
History of Macro Photography - Origin and early attempts of Macro Photography - Definition of Macro Photography - Types of Macro Photography – differences between Macro, Micro and Close-up Photography - Magnification Ratio and Calculation – Camera Sensor Size									
MODULE – II									
Composition: - Importance of Composition – Rule of Thirds – Clean Background – A Unique Perspective – Using Diagonal lines – Perception of movement – Patterns – Texture – Framing – Importance of depth of field – controlling of depth of field in macro photography – Sharpness – Minimum focus distance – Importance of colour harmony – Achieving colour harmony in macro photography – Colour Theory in Macro Photography									
MODULE – III									
Equipment for Macro Photography - Camera settings for Macro Photography - Lenses and Accessories - Short Macro lens, intermediate macro lenses, long macro lenses, extension tubes, filters, reversal macro ring - Macro v/s Micro lenses – Lens Reversal Ring Adapter – Close-up Filters/Diopters – Bellows – Comparing and Different combinations - Tripod									
MODULE – IV									

Lighting - Natural light direction – Backlighting - Reflected light - Flash lighting - Flash lighting for close-ups – indoor and outdoor - maintaining optimum light - knowledge of humidity, temperature and different seasons

MODULE – V

Macro Photography techniques - Blur – Camera Shake – Incorrect focus point – Subject Movement – Background Photos, Focus Stacking – Indoor & outdoor Focus Stacking – Equipment used for focus stacking

MODULE – VI

Subjects for macro photography: Nature, Water drops, Winter, Wild life; Tree parts; flowers, Garden Plant: life, Butterflies, Spiders, Dragonflies and damselflies, Amphibians and reptiles; Fungi, Lichen and moss; Texture: Nature, Clothes, Colorful Abstract, shape and form; Human body and Baby feet or fingers; Food, Products, Jewellery

BOOKS RECOMMENDED

- Ross Hoddinott - Digital Macro & Close-up Photography-Ammonite Press
- Adrian Davies MSc FBIPP ARPS - Close-Up and Macro Photography-Focal Press
- Mastering Macro Photography by Jason Miller
- Close Up & Macro Photography by Tracy Hallett (2011)
- Close Up Photography in Nature by John, Barbara Gerlach-Focal Press (2014)
- Essential Guide to Close up Photography (2015)
- Beyond Extreme Close-Up Photography by Julian Cremona (2019)

SEMESTER	Course Code	Course Title	L	T	P/ S	C	Int. Marks	Ext. Marks	Total Marks
III	PG21B3O1	Landscape Photography	2			2	100		100
COs	Course Outcomes							POs	BTLs
	The student will be able								
CO1	To understand overview and concepts of history of Landscape Photography							1,2	1,2
CO2	To acquire the knowledge on Composition Landscape Photography							2,3	2,4
CO3	To acquire knowledge of Light for Landscape Photography							2,4,6	2,4
CO4	To acquire the knowledge on shooting Equipment							2,3	2,4
CO5	To acquire the knowledge on shooting conditions and sites							2,3	2,4
CO6	To acquire Practical knowledge in Post Production for Landscape Photography							2,3,6	3,4
MODULE - I									
Introduction - History – How to read Landscape – An effective composition – A deeper level – An inclusive arrangement – Regimented Uniformity – Highlighted Perception – Minimalism									
MODULE - II									
Composition: - Rule of Thirds – Foreground – Middle ground – Background, Objects: - Points –Lines – Shapes – Texture – Colour – Tone, Relationships: -Distance –Balance - Space (positive and Negative) – Patterns – Horizon – Frame within Frame – Leading lines – Curves – C shape – S shape									
MODULE - III									
Light: – Quality of Light – Play of light - Diffused Light – Side light – Back light – Magic light - Daylight – Rainy – Fog –mist – smog, Colour Variation & Combination									
MODULE - IV									
Equipment: - Lenses – Filters - L Bracket - Sturdy Tripod - Back pack - Remote Trigger - Extra Batteries - Storage Devices - Good Pair of shoes, Exposure settings - Long exposure – Panorama - Filters – Polarizing Filter – Graduated Neutral Density filter – Warming Filter – Filters for Black and White									
MODULE - V									
Mountains and the Wilderness - Lakes, Rivers and Waterfalls – People and Animals – Sunrise and Sunset -									

Urban & Rural Landscapes – Costal Landscapes

MODULE - VI

Panoramic Stitching – Exposure blending – Converting to black and White - Dynamic Range – HDR – Setting up an HDR image – Tone Mapping

BOOKS RECOMMENDED

- Composition in the landscape _ an inspirational and technical guide for photographers by Peter Watson
- Creative Landscapes_ Digital Photography Tips and Techniques by Harold Davis
- Mastering Landscape Photography by David Taylor
- The Art of Landscape Photography by Mark Bauer & Ross Hoddinott



SEMESTER	Course Code	Course Title	L	T	P/ S	C	Int. Marks	Ext. Marks	Total Marks
III	PG21B3P1	Photojournalism Tech	3		6	8	50	50	100
COs	Course Outcomes							POs	BLTs
	The student will be able								
CO1	The student will learn to take the pictures with the real emotions without being noticed by the model or subject.							3,5,6	3, 6
CO2	The students will understand to shoot the pictures in the editorial point of view (Print media).							3,5,6	3, 6
CO3	The students will get to know how to shoot pictures for sports news, spot news, processions, etc...							3,5,6	3, 6
CO4	The students will learn professional qualities such as selection of impactful images (role of photo editor) for publishing in print media.							3,5,6	3, 6
CO5	The student will learn to document important tourist places tourist places, divine religious places, etc...							3,5,6,9	3, 6
CO6	The students will understand the importance of public interests, film news and pictures with regards to life styles of the elite celebrities.							3,5,6,7	3, 6
MODULE - I									
Candid Photography - Environmental Portrait - Men at Work – Child Labor - Street Life									
MODULE – II									
Shooting of Editorial Pictures - Culture - Traditions - Festivals - Lifestyle - Monuments									
MODULE - III									
Documenting events - Processions - Boycotts - Spot news - Sports Photojournalism									
MODULE – IV									
Photo sequence - Photo feature – Photo editing - Soft news - Political Coverage - Press Conference - Photo story - Curtain Raiser.									
MODULE – V									
Documentation of Places - Tourist - Religious - Hill stations - Tribal Shandies									

MODULE – VI

Film news - Movie opening - Audio launch - Success meets - Interviews - Film actors - PAGE 3 - Celebrity parties - Pubs

BOOKS RECOMMENDED

- Photo Journalism by Frank P. Hoy
- Documentary by David Schieffelds
- Photo Journalism by B.K. Deshpande
- Photo Journalism - the professional approach by Kenneth Kobre
- Modern news structure in print media& electronic media.



SEMESTER	Course Code	Course Title	L	T	P/ S	C	Int. Marks	Ext. Marks	Total Marks
III	PG21B3P2	Fine Arts Photography Tech	3	0	5	7	50	50	100
COs	Course Outcomes							POs	BTLs
	The student will be able								
CO1	To practice basic fine arts techniques.							2,3,6	2,3,6
CO2	To acquire knowledge where fine arts photography is involved in various genres.							2,3,6	2,3,6
CO3	To implement the principles and elements of fine arts photography							2,3,6	2,3,6
CO4	To acquire the knowledge on Art Movements, it's involvement in photography.							2,3,6	2,3,6
CO5	To practice the Artistic lighting techniques in a refined way.							2,3,6	2,3,6
CO6	To understand and practice various perspectives of Fine Arts Photography.							2,3,6	2,3,6
MODULE – I									
Black & white - Slow shutter speed motion picture - Silhouette - Light painting									
MODULE – II									
Landscape - Sea scape - City scape – Nature									
MODULE – III									
Line - Shape - Form – Texture - Balance - Rhythm - Pattern – Unity									
MODULE – IV									
Realistic - Surrealistic - Pictorial – Romanticism									
MODULE – V									
Vanishing point – Types of lines - Conceptual still-life - Environmental portrait - Architecture photography									
MODULE – VI									
One-point perspective - Two-point perspective - Three-point perspective - Four-point perspective - Five-point perspective									
BOOKS RECOMMENDED									
• Color by Sheila Metzner									

- The dramatic portrait by Chris knight
- Secret knowledge by David Hockney
- The art of photography 1st & 2nd edition by Bruce barnbaum



SEMESTER	Course Code	Course Title	L	T	P/ S	C	Int. Marks	Ext. Marks	Total Marks
III	PG21B3K1	Image Editing-1		2	0	2	50	50	100
COs	Course Outcomes							POs	BTLs
	The student will be able								
CO1	To understand overview of Photoshop							1,2	1,2
CO2	To acquire knowledge on Menu Bar and Options Bar							2,5,6	2,3,4
CO3	To acquire knowledge on Tool Bar							2,6	2,3,4
CO4	To acquire the knowledge Layers and Channel Panel and Blending Modes.							2,3,6	2,3,4
CO5	To understand Filters and its usage							2,3,6	2,3,4
CO6	To understand various file formats and different techniques in Photoshop.							2,3,6	2,4,6
MODULE - I									
Introduction – creative cloud – Interface – Menu Bar – Options – Tool Palette – Layers and Channel Pallet – Workspace									
MODULE - II									
Menu Bar – File – Import – Save as – Export – Edit – Image – Layer – Type - Select – Filters – View – Window - Options Bar - Transformation – Feather – Sample size - Style – Tolerance – Opacity – Flow – Select and Mask									
MODULE - III									
Tool Pallet – Move tool - Marquee tool - Lasso tool – Quick selection – Crop – Eye dropper – Spot healing – Brush – Clone stamp tool – Eraser tool – Paint bucket tool – Blur tool - Dodge and burn tool- Pen tool – Text tool – Path tool – Line tool- Hand tool – Zoom tool									
MODULE - IV									
Layers and Channel Palette – Layer – Create New Layer - Duplicating layer - Blending the layers – Layers Adjustments – Background Change Layer Opacity – Layer Fill - Visibility and Invisibility – Channels - RGB - History – Actions - Blending Modes – Normal – Dissolve – Darken Modes – Lighten Modes – Contrast Modes – Comparative Modes – Composite Modes									
MODULE - V									
Filters - Convert to smart filters – Filter gallery – Adaptive Wide Angle – Camera Raw Filter – Lens									

Corrections – Liquify – Artistic – Blur – Brush Strokes – Distort – Noise – Pixelate – Render – Sharpen – Texture – Others

MODULE - VI

File Formats - Introduction to Camera Raw – Photo Montage – Poster Design

BOOKS RECOMMENDED

- Rob Schwartz, The Adobe Photoshop for Visual Communication, 2016.
- Richard Lynch, The Adobe Photoshop Layers Book **Edition:** 1, focal Press, 2011.



SEMESTER	Course Code	Course Title	L	T	P/ S	C	Int. Marks	Ext. Marks	Total Marks
III	MC21B301	Indian Constitution	1				50		
COs	Course Outcomes							POs	BTLs
	The student will be able								
CO1	To Know the background of the present constitution of India.							6, 7	1, 2
CO2	To Understand the working of the union, state and local levels.							6, 7	1, 2
CO3	To Gain consciousness on the fundamental rights and duties.							6, 7	1, 2
CO4	To understand the functioning and distribution of financial resources between the centre and states.							6, 7	1, 2
CO5	Be exposed to the reality of hierarchical Indian social structure and the ways the grievances of the deprived sections can be addressed to raise human dignity in a democratic way.							6, 7	1, 2
CO6	To understand the international relations of India with the surrounding countries							6, 7	1, 2

MODULE – I

Evolution of the Indian Constitution: 1909 Act, 1919 Act and 1935 Act. Constituent Assembly: Composition and Functions; Fundamental features of the Indian Constitution.

MODULE – II

Union Government: Executive-President, Prime Minister, Council of Minister
 State Government: Executive: Governor, Chief Minister, Council of Minister
 Local Government: Panchayat Raj Institutions, Urban Government

MODULE – III

Rights and Duties: Fundamental Rights, Directive principles, Fundamental Duties

MODULE – IV

Relation between Federal and Provincial units: Union-State relations, Administrative, legislative and Financial, Inter State council, NITI Ayog, Finance Commission of India

MODULE – V

Statutory Institutions: Elections-Election Commission of India, National Human Rights Commission,

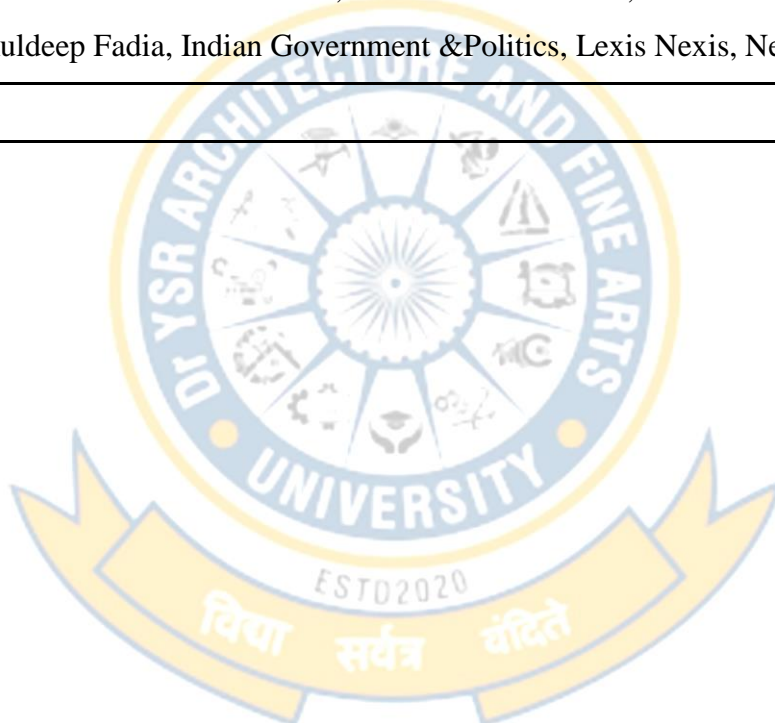
National Commission for Women

MODULE - VI

India's External Relations: Cold War and Post-Cold War era. What is Foreign Policy? Basic Determinates of Foreign Policy Indian and its Neighbours India's Extended Neighbourhood in West Asia and South East Asia. India's relations with the United States and Russia. India and the World Organisations India in the 21st century

BOOKS RECOMMENDED

- D.D. Basu, Introduction to the constitution of India, Lexis Nexis, New Delhi
- Subhash Kashyap, Our Parliament, National Book Trust, New Delhi
- Peu Ghosh, Indian Government & Politics, Prentice Hall of India, New Delhi
- B.Z. Fadia & Kuldeep Fadia, Indian Government & Politics, Lexis Nexis, New Delhi



SEMESTER – IV

SEMESTER	Course Code	Course Title	L	T	P/ S	C	Int. Marks	Ext. Marks	Total Marks
IV	PG21B4C1	Advertising Photography	4			4	50	50	100
COs	Course Outcomes							POs	BTLs
	The student will be able								
CO1	Understand Introduction of Advertising history of advertising, History of Advertising Photography, Advertising in Print and Electronic Media.							1,2	1, 2
CO2	Acquire the knowledge on importance of photography in advertising, Importance Advertising for Branding, Role of Advertising.							1,2	1, 2
CO3	Acquire knowledge on Indoor Advertising - POP or POS (Point of Purchase or Point of Sale).							1,2,4	1, 2
CO4	Understand Outdoor Advertising or Out of Home Advertising, Transit Advertising, Using other Out of - Home Advertising.							2,6	1, 2
CO5	Students will learn about Online Advertising (Internet based Advertising, Digital advertising), Social Media Advertising, Campaign Advertising.							2,7	1, 2
CO6	Students will learn about Advertising Agency, its structure, Functions and its services.							2,6	1, 2

MODULE – I

Introduction to Advertising – Objectives of Advertising, Importance of Advertising, Aim of Advertising, Advertising Advantages

Brief history of advertising – The Beginning (1700s to 1900), The Golden Age (1900s to 2000), Online Advertising (2000 - Present), Mobile Advertising (2008 - Present), 7 People Who Changed the History of Advertising, The First Appearance, History of Radio Advertising, History of Television Advertising, Cable TV Advertising from the 1980s, Timeline of TV Advertising & Shift from TV Advertising to Online Advertising, History of Advertising on the Web - Online Advertising Timeline

History of advertising photography –

Print media:

Newspapers: Types of Newspapers, Types of Newspaper Advertising, Preprinted Inserts, Advantages of

Newspaper Advertising, Limitations of Newspaper Advertising, Planning Newspaper Advertising, Understanding Newspaper Ad Rates, Placing Newspaper Ads, Using Special Services Newspaper Services
Magazines: Advertising in Magazines, Types of Magazines, Advantages of Magazine Advertising, Limitations of Magazine Advertising

Electronic media:

Radio: How Radios Works, Types of Radios, AM Radio, FM Radio, Shortwave Radio, Satellite Radio, HAM Radio, Walkie-talkie, Radio – India, Radio Advertising, Types of Radio Advertisements, Advantages of Radio Advertising, Limitations of Radio Advertising

Television: Advertising on Television, Types of Television, Broadcast Television, Network Television, Local Television, Cable Television, Television Syndication, Types of Television Advertising, Sponsorship, Participation, Spot Announcement, Advantages and Limitations of Broadcast Television Advertising, Advantages and Limitations of Cable Television Advertising, Planning Television Advertising, Selecting Time Periods, Understanding Television Ad Rates, Placing Television Ads, Using Special Television Services

MODULE – II

Importance of photography in advertising

Uses and Importance of Medium and Large Format Cameras for Advertising Photography

Major categories of advertising - Conversion - Branding – Importance Advertising for Branding, - **Role of advertising** - Marketing Role, Communication Role, Economic Role, Societal Role, - Manufacturers and Advertising, Middle Men and Advertising, Sales - Force and Advertising, - Advertising to Consumers, Society and Advertising, Advertising to Business and Professional Markets, Advertising of Services

MODULE – III

Indoor advertising: Benefits of Indoor Advertising, Retail branding – Sign IN, - POP or POS (Point of Purchase or Point of Sale): Leaflets, Flyers, Promotional Posters, Catalogues, Floor graphics, Shop windows, Promotional stands, Information table, Light boxes, Pull up banners

MODULE – IV

Outdoor Advertising or Out of Home Advertising: Using Outdoor Advertising, Advantages and Limitations of Outdoor Advertising, Bill Boards, Center Medians, Pole Boards, Lollipops, Traffic Umbrellas, Look Walkers, Tricycle Branding, Banners, Building Warps, Flags, Retail Branding (out lets) Outdoor Signage -

Transit Advertising: Advantages and Limitations of Transit Advertising, Auto Stickers, Auto Hoods, Bus Shelters, Bus Stands, Interior and Exterior of Buses, Taxi, Business Vehicles, Local Trains, Metro Stations, Metro Rail, Flyover Pillars, Railway Stations, Airport Branding -

Using other Out-off - Home Advertising: Aerial Advertising, Electronic Place-Based Advertising, Theatrical Trailers, Theatrical slides

MODULE – V

Internet: Online Advertising (Internet based Advertising, Digital advertising), Social Media Advertising, Google Ads, Websites Advertising, Blogs Advertising, Advantage and Limitations of Online Advertising -
Campaign Advertising: Trade Shows and Exhibits, Road Shows, Freebies, Complimentary Goods, Door to Door Advertising

MODULE – VI

Advertising Agency: Creative Director, Art Director, Advertising Photographer, Copy writer, Logo Designer, Layout Artist, Media Planner, Function Advertising Agencies, Creative Services, Marketing Services, Structure of Agencies, Model Release- Property Release – ASCI

BOOKS RECOMMENDED

- Otto Keppleners Advertising Procedure 9th Edition
- Advertising Excellence by Bovieethill Dovel
- Complete Encyclopedia of Photography by Focal Press
- Advertising Photography - A Visual Communication Book- Roy Pinney



SEMESTER	Course Code	Course Title	L	T	P/ S	C	Int. Marks	Ext. Marks	Total Marks
IV	PG21B4C2	Applied Photography	4			4	50	50	100
COs	Course Outcomes							POs	BTLs
	The student will be able								
CO1	To understand the various applications of Photography							1,2	1, 2
CO2	To acquire the knowledge on specialized branches of Applied Photography							2,3	1, 2
CO3	To gain the knowledge on aerial photography with reference to equipment							2,3	1, 2
CO4	To gain the knowledge on underwater photography with reference to equipment							2,3	1, 2
CO5	To understand various aspects of Applied Photography in Education and scientific methods							2,3	1, 2
CO6	To achieve overall knowledge of Applied Photography which can be used for the research and development							2,3	1, 2
MODULE - I									
Application of Photography – Agriculture, sports, Table top, Commercial, Architecture, Xerography-360o photography-Virtual Reality-Augmented reality									
MODULE - II									
Scientific applications – Ultraviolet Photography, Infrared photography, Forensic Photography, Micro Photography, Macro Photography and the equipment needed for that domain									
MODULE - III									
Aerial photography-Types of aerial photography and its applications – UAVs and its types-Photogrammetry-									
MODULE - IV									
Underwater photography- types of underwater cameras and housings-lighting equipment for Underwater photography- split images –action cameras – usage									
MODULE - V									
Applied Photography in Biomedical, scientific publications, for post-secondary education and work experiments, literary work for academic institutions and other journals related to art and sculpture									

MODULE - VI

Research and development, computational Photography, Photography for defence

BOOKS RECOMMENDED

Experimental Photography by John Warsen

Photography by Barbara Upton and John Upton

Handbook of Photography 5th Edition by Folts, Lovell and Zwahlen

Focal Encyclopaedia of Photography by Michael Langford.



SEMESTER	Course Code	Course Title	L	T	P/ S	C	Int. Marks	Ext. Marks	Total Marks
IV	PG21B4E1	Fashion Photography	3			3	50	50	100
COs	Course Outcomes							POs	BTLs
	The student will be able								
CO1	To understand overview and concepts of Fashion Photography							1,2	1,2
CO2	To acquire knowledge of the equipment required for Fashion Photography.							2,6	2,4
CO3	To acquire the knowledge on shooting techniques							2,3,4	2,4
CO4	To acquire the knowledge on makeover the model and Pre - Production work to be done.							2,7	2,6
CO5	To understand Categories of Fashion Photography and Life Style							2,7	2,3
CO6	To acquire Practical knowledge in Post Production for Fashion Photography							2,6	3,4
MODULE – I									
History of Fashion Photography - Modern Era of Fashion Photography - Finding Inspiration – Sketching - Getting into Fashion Photography - Fashion Photography Overview – Fashion Concepts – Fashion Photography Ideology – Fashion Photography in Indian scenario – Understanding Fashion Photography Market									
MODULE – II									
Equipment– Cameras - Lenses - Choosing your DSLR Fashion Photography Equipment – Lighting equipment – Props & Accessories – Fan – Smoke Machine – Ladder – V Flats – Pins and Clips – Contact lens - Mirror with Lights – Spot light – Modifiers – Snoots with Grid – Strips – Long Strip – Beauty Dish – Deflectors – White – Silver- Gold – Transparent – Octo – Umbrella – Deep Umbrella - Software – Hardware – Preparation - Camera Basics - Preparing for Shoot -Famous Indian Fashion Photographers									
MODULE – III									
Shooting - Natural Versus Studio Lighting - High-key & Low-key Lighting - On Location Working with Natural Light - Working with Artificial Light - In the Studio - Finding the Right Studio - Setting up a Home – backgrounds - Lighting Setups									

MODULE – IV

The Creative Team – Overview - Casting Your Model - Model Direction - Styling - Makeup & Hair – Posing - Fashion shoot - Planning –Mood board – Equipment/ Props – Fashion shoot on Textile products

MODULE – V

Categories of Fashion Photography – Street Fashion - Beauty Shots – Portraits – Products – Textiles - Fashion Photography & Life Style/ Life style products

MODULE – VI

Effects between Fashion Photography and Advertisements – Impact of Fashion Photography on Marketing - Making the best use of social media - Famous Fashion Photographers- Famous Indian Fashion Photographers

BOOKS RECOMMENDED

- Lara Jade. Fashion Photography 101_ A Complete Course for the New Fashion Photographers.
- Lucille Khornak. Fashion Photography: A Professional Approach.
- Beauty Shots by Alex Larg & Jane Wood.
- Fashion Photography Pro Lighting Series.
- Fashion Photography by Freeman.
- Pro Lighting Series

SEMESTER	Course Code	Course Title	L	T	P/ S	C	Int. Marks	Ext. Marks	Total Marks
IV	PG21B4E2	Product Photography	3			3	50	50	100
COs	Course Outcomes							POs	BLTs
CO1	The students will get to know about the product photography, its significance and the role of product photography in product promotion.								1, 2
CO2	The students will acquire the knowledge of shooting various materials using different lighting schemes.							6	1, 2
CO3	The students will learn about different categories of FMCG product shooting.							2	1, 2
CO4	The students will understand to shoot different kind of electronic, house hold and packed food products.								1, 2
CO5	The student will gather all aspects of knowledge concerning products shooting in electronic and self-illuminating /digital display.								1, 2
CO6	The students will learn the importance of conceptual photography and layout design for visual appealing pictures.							4, 6	1, 2

MODULE – I

History of Product Photography - Product Photography Significance – Role in promotion of products - Categorization of Products –The Lighting Equipment – Types of Lighting Units – Accessories – Props – Digital Lights - Study of Concepts – Accessories - Backgrounds.

MODULE – II

Understanding Materials - Lighting for different Materials: Mat/Metal /Steel/Shiny/Glass/Transparent Shooting Script - Lighting Schemes

MODULE – III

FMCG Products: Home Care (Dishwashing, Fabric Care, Surface Care, Home Insecticide, Air Care, Toilet Care) – Personal care (Hair care, Soap, and bath, Skincare cosmetics, Oral care, Baby care)

MODULE – IV

Food & Beverages (Impulse Food, Other Foods, Staple Foods, Non Alcoholic Beverages, Baked Food,

Convenience Foods, Snacks, Dairy Products, Confectionery) – Alcohol & Cigarettes (IMFL, Beer, Wine, KSFT, RSFT, Electronic Cigarettes) – OTC.

MODULE – V

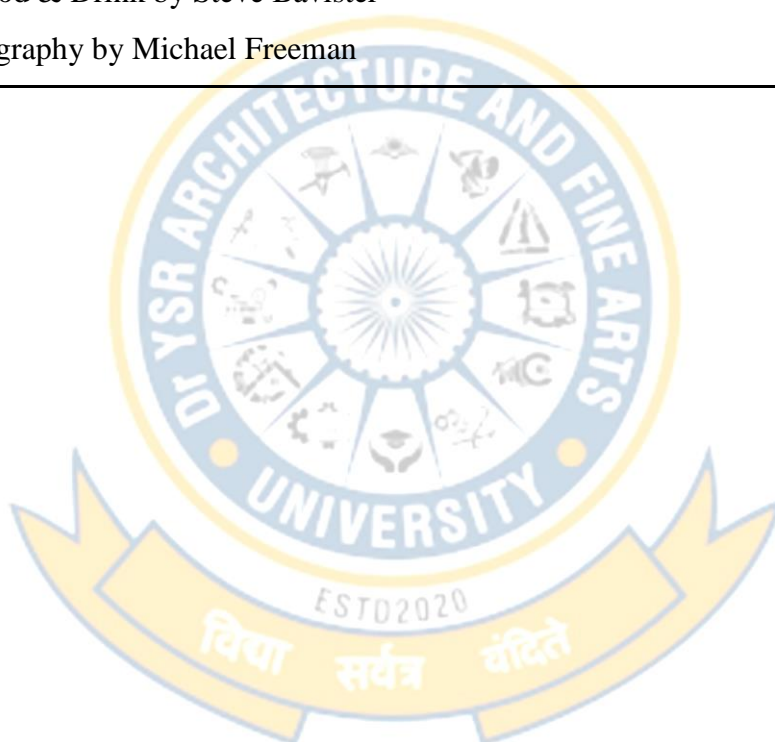
Electronic Products - House Hold Products - Liquid Products - Packed Food Products Shooting Script - Lighting Schemes on different products

MODULE – VI

Leather - Cloth - Black Objects - Self illuminating / Digital Displays Shooting Script - Lighting Schemes

BOOKS RECOMMENDED

- New Product Shots by Alex Larg& Jane Wood
- Lighting for Food & Drink by Steve Bavister
- Practical Photography by Michael Freeman



SEMESTER	Course Code	Course Title	L	T	P/ S	C	Int. Marks	Ext. Marks	Total Marks
IV	PG21B401	Architectural Photography	2			2	100	0	100
COs	Course Outcomes							POs	BTLs
	The student will be able								
CO1	To understand overview and concepts of Architectural Photography							1,2	1,2
CO2	To acquire the knowledge on shooting techniques various conditions							2,3,4	2,4
CO3	To acquire knowledge of the equipment required for Architectural Photography.							2,6	2,4
CO4	To acquire the knowledge on shooting techniques on gears							2,3,4	2,4
CO5	To acquire the knowledge on shooting techniques various conditions							2,3,4	2,4
CO6	To acquire Practical knowledge in Post Production for Architectural Photography							2,6	3,4

MODULE - I

Introduction - Architectural Photography – History of Architectural Photography - The 20th and 21st Centuries – neoclassical architecture –renaissance period lighting for buildings

MODULE - II

Research and analysing the subject in architecture - Types of Architecture Photography – Interior Architectural Photography – Exterior Conditions and Influences – Shadows and Reflections – Weather – Time of a day – Seasons

MODULE - III

Types of cameras & equipment involved in this genre – Accessories – Tripod – Tripod Head – L Bracket and Panoramic Head – Remote Release – Lens Hoods – Filters – Lens Adapters – Grid Focusing Screens – Memory Cards – Battery – Flash – Other Accessories

MODULE - IV

Shooting Techniques – Learning to see – Perspective - Camera Standpoint – The Effects of Focal Length – Image formats – Composing and framing – Camera Settings – Using filters – Lenses used in architecture photography Lighting involved in architecture Photography - Light shapers and its usage

MODULE - V

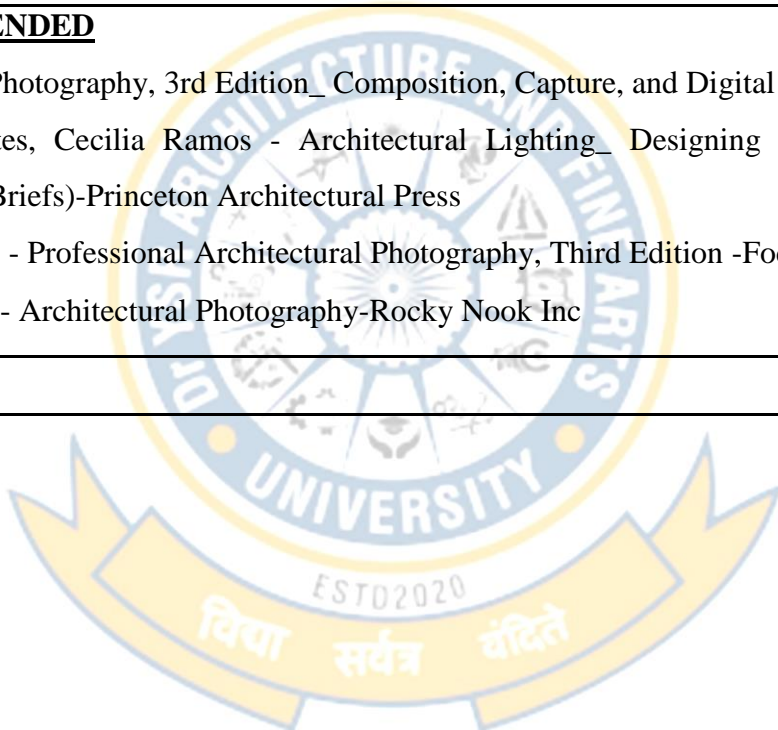
Drones used in architecture photography – Large Interior– Small Interior – Empty Interior - Interiors with no electricity supply - Poor daylight conditions - Interiors full of reflective surfaces - Staircases and stairwells - Bathrooms.

MODULE - VI

Post Production – Photo stitch – Layering & masking - Distortion corrections - Image Corrections – Selective contrast and brightness corrections - Panoramas – HDR – Storage – Digital Storage

BOOKS RECOMMENDED

- Architectural Photography, 3rd Edition_ Composition, Capture, and Digital Image Processing
- Hervé Descottes, Cecilia Ramos - Architectural Lighting_ Designing with Light and Space (Architecture Briefs)-Princeton Architectural Press
- Michael Harris - Professional Architectural Photography, Third Edition -Focal Press
- Schulz Adrian - Architectural Photography-Rocky Nook Inc



SEMESTER	Course Code	Course Title	L	T	P/ S	C	Int. Marks	Ext. Marks	Total Marks
IV	PG21B4P1	Advertising Photography Tech	3	0	6	8	50	50	100
COs	Course Outcomes							POs	BTLs
	The student will be able								
CO1	To understand the product photography, how to shoot different surfaces material and importance of Thematic background.							2,3,5	2,3,6
CO2	To acquire the knowledge on Advertising Photography for Liquid Products.							2,3,5,6	3,6
CO3	To acquire the knowledge of Advertising Photography for Dry Goods.							2,3,5,6	3,6
CO4	To acquire the knowledge of different lighting patterns and its application on cosmetic products.							2,3,5,6	3,6
CO5	To acquire the knowledge on how to shoot different kinds of jewellery for Advertising.							2,3,5,6	3,6
CO6	To understand the knowledge on Preparation of Advertising Layouts.							2,4	3,6
MODULE – I									
Product Photography for Advertising - Glassware – Metal ware - Electronic product – Using Thematic background									
MODULE – II									
Advertising Photography for Liquid Products – Packaged Drinking water – Milk - Soft Drinks – Fruit Juices – Alcoholic Products									
MODULE – III									
Advertising Photography for Dry Goods (FMCG) – Biscuits – Chocolates - Packaged Foods - Grocery Products									
MODULE – IV									
Cosmetics - Skin Moisturizers – Perfumes - Lipsticks - Nail polishes - Eye and Facial Makeup – Shampoos - Hair colours – Toothpastes – Deodorants									
MODULE – V									
Jewellery Photography – Traditional Jewellery – Temple Jewellery – Designer Jewellery – Pearls Jewellery									

– Silver Articles– Textile – Interior – Exterior

MODULE – VI

Preparation of Advertising Layouts – Poster – Pamphlet - Dangler – Table calendar – Wall Calendar – Bill Board – News Paper and Magazine Advertisement

BOOKS RECOMMENDED

- Otto Keppleners Advertising Procedure 9th edition
- Advertising excellence by Bovieethill Dovel – wood
- Complete encyclopedia of Photography by Focal Press
- Advertising Photography - A Visual Communication Book- Roy Pinney



SEMESTER	Course Code	Course Title	L	T	P/ S	C	Int. Marks	Ext. Marks	Total Marks
IV	PG21B4P2	Advance Photography Tech	3		5	7	50	50	100
COs	Course Outcomes							POs	BTLs
	The student will be able								
CO1	To practice advance lighting techniques.							3,6	3,6
CO2	To acquire knowledge on how lighting accessories works and its usage in studio lighting setup.							2,6	3,6
CO3	Dealing with different types of lights with its wattages							2,3,6	3,6
CO4	To acquire knowledge on Light Modifiers.							2,3,6	3,6
CO5	To acquire knowledge on Flash Synchronization and its various types.							2,3,6	3,6
CO6	To understand and practice various advance photography techniques.							2,3,6	3,6
MODULE - I									
Natural Light – Shooting against backlight condition – Sunburst									
MODULE - II									
Shooting with Trigger – Understanding Slave – Introduction to groups and channel controls - Shooting with both flashes									
MODULE - III									
Understanding Artificial Light – Flash – Flash Controlling with Modifiers – Off Camera Flash – Shooting with gels - Mixed Lighting Conditions - Introduction to Studio Lights – Types of Lights – Power lights and Battery lights – Power packs - Capacity of Lights									
MODULE - IV									
Light Shapers – Umbrellas – Types of Umbrellas – Sizes – Magnums - OCF Magnums – Parabolic Light Shapers – Sizes – Types – Honey combs – Grids – Types of Grids – Gobo – Flag – Scrims									
MODULE - V									
Strobes – Flash Synchronization – High Synchronization – High Speed Synchronization – Flash Duration									
MODULE - VI									
Light Painting Using Flash – Pop up Method – Light Meter - Special Effects – Contour									

BOOKS RECOMMENDED

- Color by Sheila Metzner
- The dramatic portrait by Chris knight
- Secret knowledge by David Hockney
- The art of photography 1st & 2nd edition by Bruce Barnbaum



SEMESTER	Course Code	Course Title	L	T	P/ S	C	Int. Mark s	Ext. Marks	Total Marks
IV	PG21B4K1	Advanced Communication Skills	1		1	2	100	-	100
COs	Course Outcomes							POs	BTLs
	The student will be able								
CO1	To develop various elements of soft and effective communication skills.							9, 10, 12	2, 3, 6

Advanced communication skills (including laboratory)

The student must learn **Soft skills and Advanced communication skills (including laboratory)** which can be dealt by course instructor allotted by the department head.

Suggested Input Learnings:

➤ Soft skills:

- JAM
- Oral Presentation
- Group Discussion
- Debate
- Role Play

➤ Advanced Communication Skills Laboratory:

- Listening Skills
- Note Taking/Note making
- Resume/CVV writing
- PPT slides
- Interview Skills- Mock Interview/ Public speaking

Note:

Marks can be awarded based on internal assessment such as submissions, performance, viva voce etc.

Total marks:100

- 50M - Day to day performance, Record, Viva, Attendance &
- 50M – {soft skills- 25M (Write up - 10M, Performance - 15M) , AELCS- 25M (Write up – 10M, Performance – 15M)}

SEMESTER	Course Code	Course Title	L	T	P/ S	C	Int. Marks	Ext. Marks	Total Marks
IV	MC21B401	Essence of Indian Traditional Knowledge (EITK)	1				50	-	50
COs	Course Outcomes							POs	BTLs
	The student will be able								
CO1	To Identify the concept of Traditional knowledge and its importance.							6, 7	1, 2
CO2	To Explain the need and importance of protecting traditional knowledge.							6, 7	1, 2
CO3	To Illustrate the various enactments related to the protection of traditional knowledge.							6, 7	1, 2
CO4	To Interpret the concepts of Intellectual property to protect the traditional knowledge.							6, 7	1, 2
CO5	To Explain the importance of Traditional knowledge in Agriculture and Medicine.							6, 7	1, 2
CO6	To understand the importance of Indian ancient education system and benefits							6, 7	1, 2

MODULE - I

Introduction to traditional knowledge: Define traditional knowledge, nature and characteristics, scope and importance, kinds of traditional knowledge, Indigenous Knowledge (IK), characteristics, traditional knowledge vis-a-vis indigenous knowledge, traditional knowledge Vs western knowledge traditional knowledge.

MODULE - II

Legal framework and TK: The Scheduled Tribes and Other Traditional Forest Dwellers (Recognition of Forest Rights) Act, 2006, Plant Varieties Protection and Farmer's Rights Act, 2001 (PPVFR Act); The Biological Diversity Act 2002 and Rules 2004, the protection of traditional knowledge bill, 2016.

MODULE - III

Protection of traditional knowledge: The need for protecting traditional knowledge Significance of TK Protection, value of TK in global economy, Role of Government to harness TK.

MODULE - IV

Traditional knowledge and intellectual property: Systems of traditional knowledge protection, Legal concepts for the protection of traditional knowledge, Patents and traditional knowledge, Strategies to increase protection of traditional knowledge.

MODULE - V

Traditional Knowledge in Different Sectors: Traditional knowledge and engineering, Traditional medicine system, TK in agriculture, Traditional societies depend on it for their food and healthcare needs, Importance of conservation and sustainable development of environment, Management of biodiversity, Food security of the country and protection of TK

MODULE - VI

Education System in India: Education in ancient, medieval and modern India, aims of education, subjects, languages, Science and Scientists of Ancient India, Science and Scientists of Medieval India, Scientists of Modern India.

TEXT BOOKS

- Traditional Knowledge System in India, by Amit Jha, 2009.
- Narain, “Examinations in ancient India”, Arya Book Depot, 1993
- Satya Prakash, “Founders of Sciences in Ancient India”, Vijay Kumar Publisher, 1989
- M. Hiriyanna, “Essentials of Indian Philosophy”, Motilal Banarsidass Publishers, ISBN 13: 978-8120810990, 2014

BOOKS RECOMMENDED

1. "Knowledge Traditions and Practices of India" Kapil Kapoor¹, Michel Danino².
2. “Science in Samskrit”, Samskrita Bharti Publisher, ISBN 13: 978-8187276333, 2007
3. Kapil Kapoor, “Text and Interpretation: The India Tradition”, ISBN: 81246033375, 2005
4. NCERT, “Position paper on Arts, Music, Dance and Theatre”, ISBN 81-7450 494-X, 200

SEMESTER – V

SEMESTER	Course Code	Course Title	L	T	P/ S	C	Int. Marks	Ext. Marks	Total Marks
V	PG21B5C1	Mass Communication	4			4	50	50	100
COs	Course Outcomes							POs	BTLs
	The student will be able								
CO1	To understand history of mass communication,							1,2	1, 2
CO2	To acquire knowledge on media, communication models							1,2,4	1, 2
CO3	To acquire knowledge on communication process, role of mass communication, public relation and different approaches							1,2,4	1, 2
CO4	To Understand media development in India past and present							1,2,4	1, 2
CO5	To acquire knowledge on media industry, ideology, cultural imperialism, media management							1,2,4	1, 2
CO6	To acquire knowledge on Journalism profession, Journalism education in India, media career and opportunities							1,2,4	1, 2

MODULE – I

History and Evolution of mass communication – definition - Process of mass communication - Origin of print medium - Types of print media: Newspapers - Magazines - Books – Periodicals; Types of Broadcasting media: Radio, Television; other media content - Films, Satellite, Internet, Social Media; Sources of news: Traditional sources, media sources, cross media sources including – Radio, T.V., and Internet. News is what newspaper man make it - Gate keeping and news making process; validation of news sources.

MODULE – II

Means of mass communication - Types of Communication, Nature and process of human communication, functions of communication, verbal and nonverbal communication, intra-personal, inter-personal, small group, public and mass communication - Functions of mass communication and social contracts - Communication models - Aristotle model - Lasswell model - Shannon and Weaver - Information - Institution - Entertainment – Surveillance - Correlation - Interpretation - Social utility - Content and Context - Watchdog - Transmission values

MODULE – III

Aspects of communication process - The communication and the receiver - Message – Channel - Noise - Feedback - The impact of mass communication - Role of mass communication in daily life - Media perspective at the home and abroad - The effect of mass communication on behaviour - Public relation - Definition - Short history of public relations - Organisation of public relation - Department and staff - The public relation program - Information gathering - Planning - Career in public relations

MODULE – IV

Development of print media in India - Pre-independent period - Post independent period - Contemporary media in India - Multilingual media in India – Brief History of major English and Indian Languages Newspapers and Magazines - The role of press in community development - Information and Communication Technologies in India - Indian media after 1990: socio-politico-economic and technological impact on Indian media – media convergence and fragmentation.

MODULE - V

Globalization and media industry - Commodification of news - Information - Ideology - Content - Control - Cultural imperialism - Globalization impact on media in India - Media Management - Indian Media Business - Mass Media and National Development

MODULE – VI

Press Council of India - Press Commission - Recommendations - Working journalist act - Press consultant committee - Panel on small papers – Mass Communication and Journalism education in India - Trends in Mass Communication & Journalism profession - Media career and opportunities for Mass Communication & Journalism graduates in professional organisations

BOOKS RECOMMENDED

- Communication models for the study of Mass Communication by Denis Mc Quail and S. Ven Windah, Longman, Singapore Publications, 1981
- Communication Theories, Origin, Methods, Uses by Werner Severin J and James W Tankard Jr., Longman Publications, 1988
- Introducing Mass Communication 2nd edition by Michael W Gamble and Terikwal Gamble
- Mass Communication – A Critical analysis by Keval J Kumar
- Mass Communication in India, Fifth Edition by Keval J. Kumar (2021)
- Mass Communication – Wilbur Schram
- Mass Media and National Development by Wilbur Schramm
- Theories of Mass Communication by Melvin L Defluer and Sandra J Ball, Longman Publications

- Understanding Media – Marshall McLuhan
- History of printing and publishing in India-a story of cultural re-awakening, Volume 1 by Bellary Shamanna Kesavan (1985)
- History of printing and publishing in India-a story of cultural re-awakening, Volume 2 by Bellary Shamanna Kesavan (1988)



SEMESTER	Course Code	Course Title	L	T	P / S	C	Int. Marks	Ext. Marks	Total Marks
V	PG21B5C2	Photography Ethics and Law	4			4	50	50	100
COs	Course Outcomes							POs	BTLs
	The student will be able								
CO1	To understand history of ethics in society, photography rights, freedom of expression							2,7,9	1, 2
CO2	To acquire knowledge on public and personal rights							2,7,9	1, 2
CO3	To acquire knowledge on different copyrights							2,7,9	1, 2
CO4	To understand copyrights and its implications							2,7,9	1, 2
CO5	To acquire knowledge on Journalists and his duties and don'ts							2,7,9	1, 2
CO6	To acquire knowledge on Photojournalism law, International copyrights, Copyright act of India							2,7,9	1, 2
MODULE - I									
Definition and Importance of ethics in society - Ethical issues in photography - Rights: their origin and types – Right to freedom of expression and the law - Development of photographers' and photograph publishers' rights - Universal Declaration of Human Rights									
MODULE - II									
Common law right to take photographs - Photographing ancient monument - Taking photographs of open sceneries – Photo/video in public places - Photographing in private campus - Photographing models - Photographing nudes									
MODULE - III									
Development of photographers' and photograph publishers' rights under copyright law Statutory definitions relevant to copyright in photographs, infringement and the law- Author of a photograph and first owner of copyright in a photograph - New digital dilemma									
MODULE - IV									
Individual's right to privacy - Personal image rights and publicity rights - Harassment - Right against harassment - What is obscene - Revenge porn and Voyeurism -misrepresentation through the use of									

manipulated photographs

MODULE - V

Restrictions on photographers - Journalists and contempt in the face of the court – Society and Morality - Censorship of publications and pornography - Outraging public decency - Ethical restrictions

MODULE - VI

International Photojournalism law, Civil remedies - Press regulation in India - Journalists Unions - India Professional Photographers' Associations - Importance of model release forms

BOOKS RECOMMENDED

- Handbook of Photography by Folts – Lowell - Zwahlen
- Law on photography and copyright in photography by A. Arunachalam
- Miladi (editor), Nouredine. 2021. *Global Media Ethics and the Digital Revolution*. 1st ed. Routledge Research in Journalism. Routledge.
- O'Flanagan, Michael. 2019. *Photography and the Law: Rights and Restrictions*. Routledge Research in Media Law. Routledge.
- Ward (editor), Stephen J. A. 2021. *Handbook of Global Media Ethics*. 1st ed. Springer.
- Wilkins. 2008. *Handbook of Mass Media Ethics*. 1st ed.



SEMESTER	Course Code	Course Title	L	T	P/ S	C	Int. Marks	Ext. Marks	Total Marks
V	PG21B5E1	Writing for Media	3			3	50	50	100
COs	Course Outcomes							POs	BTLs
	The student will be able								
CO1	The student will be able understand elements of language and communication							2,5	2,3
CO2	To acquire the knowledge on translation and news editing							2,5,9	2,3,6
CO3	To gain the knowledge on various kinds of writing assignments							2,5,9	2,3,6
CO4	To understand the various individuals, sociological events reporting							2,5,9	2,3,6
CO5	To understand different kinds of Television writing,							2,5,9	2,3,6
CO6	The student will be able to understand scriptwriting for short film							2,5,9	2,3,6

MODULE – I

Historical background of writing: Elements of language – writing as coding of Contents, language of mediated communication - News writing and Report analysis comprises of at least Writing five News stories, Two Features, Two Profiles, Two Interviews, Two Editorials

MODULE – II

Translation – meaning, types and Principles of translation; translation and rewriting practices in visual media. Editing – importance, principles, kinds of readers, spontaneous writing - New processing and Editing comprises at least two News editing (Five Headline/Caption writing, Two Article writing, Two Translations, One Page design) Routine Reporting: Accidents, scandals, speeches and covering celebrities; Page 3 reporting sunshine stories, court and legislative reporting, press conferences, planted stories, crime, sports stories

MODULE – III

News –definition types, news story writing, Technical writing, business writing, feature writing, science writing, developmental writing, writing for target groups and special interest groups, Freelance writing Freelancing for newspaper, magazines, TV, radio and Internet/new media, blog writing. Commercials writing– Idea generation, writing commercials using brain storming, 7 step methods for developing a creative concept, Newspapers, News Perspectives: Principles of News: Changing value of news. Are the five W's and 1 H still relevant? Writing for changing time- brief, crisp and to the point; Does news have

mere informational value.

MODULE – IV

Bill Boards, Creative writing for Radio and Television, Caption Writing skills, brand naming - Specialized reporting: In-Depth analysis of events and individuals; Interpretation of political, economics, sociological events, covering various movements; Investigative reporting, reporting war and conflicts, Communal riots and ethical issues (with relevant examples); Special reporting; agriculture, drought, floods and other natural disasters; covering foreign affairs.

MODULE – V

Television Broadcasting Practical comprises at least Two Television script writing, Two Documentary script writing. Political, economic and sociological, Professional norms and ethics, Present status of Indian news reporting (with recent examples) as case studies.

MODULE – VI

Scriptwriting for both short film: Narrative structure, Dialogue, Extension, Shot Transition, Dual-Column Dialogue, Act numbers, Scene Numbers, crew of the list, shot lines, dialogue paragraphs Script Styles & Types, Script Length Scene Heading Action Description, Character Name, Transition, Shots.

BOOKS RECOMMENDED

- Dateline Bhopal: A Newsmen's Dairy of the Gas Disaster by A. Chishti
- Depth Reporting by Neal Copple
- Investigative Reporting and Editing by P. N. Williams
- Journalism by G. K. Puri
- Journalists Hand Book by M. V. Kanath
- News Reporting and Editing by K. M. Srivastava
- News Writing and Reporting by Mames M Neal and Suzanne S Brown
- Reporting by Mitchell V Charnley
- Reporting for the Print Media by F. Fedler
- Writing for Radio by Rosemary Horstmann
- Writing for television and radio by Rober Hilliard
- Writing for television by Gerald Kelsey
- Writing for the Mass Media by James

SEMESTER	Course Code	Course Title	L	T	P / S	C	Int. Marks	Ext. Marks	Total Marks
V	PG21B5E2	E-commerce Photography	3			3	50	50	100
COs	Course Outcomes							POs	BTLs
	The student will be able								
CO1	To understand history of ethics in society, photography rights, freedom of expression							2,7,9	1, 2
CO2	To acquire knowledge on public and personal rights							2,7,9	1, 2
CO3	To acquire knowledge on different copyrights							2,7,9	1, 2
CO4	To understand copyrights and its implications							2,7,9	1, 2
CO5	To acquire knowledge on Journalists and his duties and don'ts							2,7,9	1, 2
CO6	To acquire knowledge on Photojournalism law, International copyrights, Copyright act of India							2,7,9	1, 2
MODULE - I									
Introduction – History - The E-Commerce Phenomenon - Introduction to e-business and e-commerce - Ecommerce Product Photography - High-quality Product Photography - Importance of having e-commerce business									
MODULE - II									
Product Photography and its significance -the Catalogue Concept, Compositing the Shots – Mobile – Laptops - Usage – Big screens – homepages campaign shots - Product shots.									
MODULE - III									
The lighting Equipment –Light Shapers - Types of lighting units – Strobe light – Flash light– Light setup for different Geometrical Shapes – Light setup for uneven shapes, for people, and Multiple Products									
MODULE - IV									
Accessories – Working with Backdrops –and different types of acrylic sheets. Table & Tent Accessories – Copy Stands & Lights - Product Turntables - Shooting Tables - Turntable Accessories - Camera Setup									
MODULE - V									

Research Product Subcategories do keyword research – Categorizing Your Products – Simplify the Headlines – Instagram as a business platform, - Switching Personal Instagram to Business Account

MODULE - VI

Post processing – Selection tools – Colour Range - Fast Retouch – Actions – Pre-sets - Post processing according to different Screens – Creating contact sheets - Colour Calibration

BOOKS RECOMMENDED

- E-Commerce – Mamta Bhusry
- J. Dennis Thomas – The Art and Style of Product Photography
- Allison Earnest. Lighting for Product Photography



SEMESTER	Course Code	Course Title	L	T	P/ S	C	Int. Marks	Ext. Marks	Total Marks
V	PG21B501	Travel Photography	2			2	100		100
COs	Course Outcomes							POs	BTLs
	The student will be able								
CO1	To understand the purpose and importance of travel photography							1,2	1,2
CO2	To get how to plan for travel photography							2,3	2,3
CO3	To acquire the knowledge on ways to travel and mapping							2,4	2,4
CO4	To acquire the knowledge on camera equipment required for travel photography							2,3,4	2,4
CO5	To acquire the knowledge on lighting equipment required for travel photography							2,4	2,4
CO6	To acquire the knowledge on travel writing, blog creation, and visibility using social media							2,3,4	2,4
MODULE - I									
Introduction of travel Photography – History – Purpose and importance of Travel Photography									
MODULE - II									
Consumers of Travel Photography – Planning - Best time to travel – Research about place – Things to do – Food to Capture – Climatic Conditions									
MODULE - III									
Ways to Travel – Planning and Accommodation – Research about Culture and Heritage – Festivals – Traditions – Life Style – Exports and Imports – Productions – Travel guide – Mapping									
MODULE - IV									
Cameras Involved – Lens Involved – Travel Tripods – Travel Bags – Handling Equipment – Shifting ways of Equipment – Cargo									
MODULE - V									
Lighting for Travel Photography – Compact Strobe Lights – Flashes – Colour Gels – Filters – Compact light modifiers – Data Handling – Memory Cards – Hard drives and SSD’s – Laptops and Tablets									

MODULE - VI

Life Style – Landscape – Night Life – City Scape – Sea Scape – People – Streets – Actions – Movements
– Introduction to travel writing – Creating a Blog – Visibility using Social Media – Sharing Experiences and Movements

BOOKS RECOMMENDED

- National Geographic Ultimate Field Guide to Travel Photography
- Sandra Petrowitz - The Travelling Photographer: A Guide to Great Travel Photography. 2013
- Duncan Evans - A Comprehensive Guide to Digital Travel Photography, AVA Publishing. 2005



SEMESTER	Course Code	Course Title	L	T	P/ S	C	Int. Marks	Ext. Marks	Total Marks
V	PG21B5S1	Portfolio-I	3		6	6	50	50	100
COs	Course Outcomes							POs	BTLs
	The student will be able								
CO1	This course contributes to develop student's his/her own portfolio							3,4,5,6	3,6

The students are given the opportunity to select any topic, concept, theme, subject or subjects and undertake critical study at the end of Semester. The students have to submit 15 prints of 12"x18" size neatly mounted towards evaluation followed by exhibition.



SEMESTER	Course Code	Course Title	L	T	P/ S	C	Int. Marks	Ext. Marks	Total Marks
V	PG21B5P1	Photography Management & Presentation	3		6	5	50	50	100
COs	Course Outcomes							POs	BTLs
	The student will be able understand what Photography Management is all about							1,2	1,2
CO1	To understand what is Entrepreneurship and to construct photography business plan							2,3	1,2
CO2	To acquire the knowledge of the Classification of Genres of Photography and various selling methods							2,3	1,2
CO3	To gain the knowledge on various marketing skills, sales promotion skills business surveys and research							2,3	1,2
CO4	To understand the various aspects of launching a product, advertisements, press releases, business expansion etc							2,3	1,2
CO5	To gain the knowledge on Different print and electronic media aspects of the photography business							2,3	1,2
CO6	The student will be able understand what Photography Management is all about							1,2	1,2

MODULE – I

Photography Management - What is Management? - Difference between Management and Photography Management – Understanding Client – image Proofing and commenting – Image access Management – Securing – watermark – Customising - downloading

MODULE – II

Entrepreneurship - Entrepreneurship versus Management- Roles and functions of an enterprise - Conceptual issues - Building true followers - differentiating yourself from the competitors - Create a photography business plan - Build your own photography website and platform - Understanding Search Engine Optimization (SEO) - Content marketing - Photography monetization strategies - Leveraging scarcity to create value as a photographer - Defining success for yourself - tracking your progress

MODULE – III

Photography Business – Photography as a medium – The Classification of Genres of Photography – Selling your photos as stock images – Selling Photos through website – How blogging will help increase the sales - How to use social media to make benefit

MODULE – IV

Promotion - Audience Promotion - Sales Promotion - Sales versus Marketing -Local Advertising National Advertising - Promotion as a form of marketing - Marketing & Management -The 4 P's of marketing, Promotion and marketing director - Promotion plan - Maintaining effective team, business surveys, profit analysis, market research, Budgeting

MODULE – V

Promotion by Advertisement - Promoting a product via Advertisement - rapport with Ad agency manager - launching a product in the market - Overall research - Professional meetings for analysing profit and loss, scouting and generation - Press release - maintaining rapport with international companies - business expansion

MODULE – VI

Broadcasting Promotion and marketing - Managing Electronic and Digital Media -The media market place - Broadcasting Programming- Financial Management - Broadcasting sales - Audiences and Audience research – Content - Strategy and Contribution

BOOKS RECOMMENDED

- Alan Albarran, Management of Electronic and Digital Media (5th Edition), Cengage learning Custom Publishing 2012
- Pete K Pringle, Michael F. Starr Electronic Media Management (5th Edition), focal press 2006
- The Photography Business by Joseph Scolden
- Chole RR; Kapse, PS and Deshmukh, PR Entrepreneurship Development and Communication Skills 2005
- Chole RR; Kapse, PS and Deshmukh, PR Entrepreneurship Development and Communication Skills 2005
- Gulab Kothari Newspaper Management, Intercultural Open uni, Netherland 1995
- Dennis F Heric (Author), Media Management in the age of Giants. Business Dynamics of Journalism (2nd Edition), University of new exico Press, 2012

SEMESTER	Course Code	Course Title	L	T	P/ S	C	Int. Marks	Ext. Marks	Total Marks
V	PG21B5K1	Image Editing -2		2		2	50	50	100
COs	Course Outcomes							POs	BTLs
	The student will be able								
CO1	To understand image processing in different versions of Photoshop							1,2	1,2
CO2	To acquire Practical knowledge on Advance selection and modification methods							2,3,6	2,3,4
CO3	To acquire knowledge on corrections and various techniques							2,6,7	2,4,6
CO4	To acquire the knowledge on Plugin's							2,3,6	2,3,4
CO5	To understand and acquire knowledge on High end skin retouch							2,5,6	2,3,4
CO6	To understand practical approach on live projects							1,2,6	1,2

MODULE - I

Image Processing – Preferences – Licensing – Cloud Membership – Online Storage

MODULE - II

Refine Edge – Hair selection - Special Effects Filters – Liquify - Face detection

MODULE - III

Photo stitching – Distortion Correction with multiple images - Panoramic Images - HDR Merge – Aberration Corrections

MODULE - IV

Plugin's – Imagenomic – Topaz – Nik Collection

MODULE - V

Skin – High end skin retouch – Using Plug in's – Without Using Plug in's – Flash and Ambient Light Merging

MODULE - VI

Portrait Photography - Architectural Photography – Landscape Photography – Product Photography

BOOKS RECOMMENDED

- Martin Evening - Adobe Photoshop CS6 for Photographers: A professional image editor's guide to

the creative use of Photoshop for the Macintosh and PC Edition: 1, 2012

- Philip Andrews - Adobe Photoshop Elements 6: A visual introduction to digital photography, 2008.

SEMESTER	Course Code	Course Title	L	T	P/ S	C	Int. Mark s	Ext. Marks	Total Marks
V	GN21B5CSP	Community Service Project				4	100		100
COs	Course Outcomes							POs	BTLs
	The student will be able								
CO1	This Community Service Project contributes to develop student's personality and responsibility towards the society							8,9,10,11, 12	2,3,4,5, 6

Bringing about an attitudinal change in the students and help them to develop societal consciousness, Sensibility, responsibility, and accountability and make them socially responsible citizens.

SEMESTER – VI

SEMESTER	Course Code	Course Title	L	T	P / S	C	Int. Marks	Ext. Marks	Total Marks
VI	PG21B6C1	Basic Videography	4			4	50	50	100

COs	Course Outcomes	POs	BTLs
	The student will be able		
CO1	The students will know the overall implications of the evolution of video cameras and its formats.	1,2	1, 2
CO2	The students will understand the functioning of video camera and its different parts.	1,2,4	1, 2
CO3	The students will learn about the lighting terminology and the lighting effects for videography.	1,2,4	2,3
CO4	The students will acquire the knowledge on video signals and its transmission process.	1,2,4	2,3
CO5	The students will acknowledge how to shoot effective visuals using different kind of shots.	1,2,4	2,3,4
CO6	The students will know the different types of video production.	1,2,4	3,4,6

MODULE - I

Brief history - Evolution of video, Cathode ray tube, How video works, Different video systems, Beta Max, Video 2000, VHS, U Matic, Beta Cam, Digital video, SVHS, VHS-C, Video 8, Mini DV, DV Cam, DVC Pro, Video tape, Batteries, Chargers.

MODULE - II

Video camera, Parts of video camera, Different types of Camcorders Gain control, White Balance, Cables, Understanding camera, Audio concepts, lens and video concept, Tripod and other important accessories.

MODULE - III

Natural light conditions, Low light, Light and accessories, lighting setup, Lighting the image, lighting for realism, mixed lighting, Special effects Lighting, Colour, Quality of the light, Lighting problems, Light and exposure.

MODULE - IV

Video signals – PAL, NTSC, SECAM, Television transmission through Satellite.

MODULE - V

Shooting with Video camera, shot division and Psychology, Extreme close up shot, Close up shot, Medium shot, Long shot, Extreme long shot, and Establishment shot.

MODULE - VI

Reiki, time management, Planning, Set up, shooting, and recording, Storage, Pre Production, production and Post Production, Single & Multi Camera setup.

BOOKS RECOMMENDED

- Video Production Handbook, Fourth Edition by Gerald Millerson, Jim Owens (2008)
- Television Production Gerald Miller son
- Television Production Hand Book by Zettl



SEMESTER	Course Code	Course Title	L	T	P/ S	C	Int. Marks	Ext. Marks	Total Marks
VI	PG21B6C2	Cinematography	4			4	50	50	100
COs	Course Outcomes							POs	BTLs
	The student will be able								
CO1	To understand history of cinematography							1,2,3	1, 2
CO2	To acquire knowledge on crew							2,3	2, 3
CO3	To acquire knowledge on film techniques							2,3,6	3, 6
CO4	To acquire knowledge on lighting and camera equipment							2,3,6	3, 6
CO5	To acquire knowledge on film types, sizes, sound track							1,2,3,6	3, 6
CO6	To acquire knowledge on projection, operations, film theme, script writing							5,6	3, 6
MODULE – I									
Persistence of vision - Brief history of cinematography - Type of Cameras - components of movie camera - working principles of movie camera - Intermittent mechanism – Magazines – Introduction to Digital Cinematography - Cinematography terminology									
MODULE – II									
Camera Department crew – Director of Photography, Operative cameraman, Associate cameraman, Assistant cameraman, Camera assistants - Role of Cinematographer – Story board, Camera Script, Location racce, lighting design, Arranging equipment and crew									
MODULE – III									
Motion Picture Filming Techniques - camera movements & Angles - panning - tilting - trolley shots - crane shots - steady cam - Transition - Camera speed - Fast motion - Slow motion - Stop motion - time lapse - shot division - continuity - stage techniques.									
MODULE – IV									
Lighting Equipment & Accessories - various light units - HMI - Day lights - HMI arc Iodine lamp - Reflectors - cutters - Barn doors - Skimmers - Lighting techniques Digital Lighting Units – Camera Lenses, Light meters, Filters, Grids, Skimmers, Gateway sheets, Butter papers, Gel papers, Filters, Equipment safety and protection kit									

MODULE – V

Movie film types and sizes - Telecine - Film synchronization - film slicing - types of joints - film unit - sound addition to film - optical sound track - magnetic sound track - advantages of magnetic recordings - processing sound film - photographic sound reproduction

MODULE – VI

Projection - Principles - Equipment and Techniques - Operations Personal Film - Factual Film - Fiction Film – Genres

BOOKS RECOMMENDED

- Movie photography by Davi Chessire
- Principles of Cinematography by Leslie J wheeler
- Cine Craft by J David Bealand
- The 5Cs of Cinematography by Joseph V.Marcelli



SEMESTER	Course Code	Course Title	L	T	P/ S	C	Int. Marks	Ext. Marks	Total Marks
VI	PG21B6E1	Wildlife Photography	3			3	50	50	100
COs	Course Outcomes							POs	BTLs
	The student will be able								
CO1	To understand introduction and approach to wild life photography							1,2	1,2
CO2	To acquire knowledge on Equipment and accessories involved according to wild life photography							2,6	2,3
CO3	To acquire the knowledge on Lighting and its usage							2,3,6	2,3,6
CO4	To acquire the knowledge on compositional values							2,3,6	2,3,6
CO5	To understand the precautions to be taken for wild life photography							1,2,7	1,2
CO6	To understand camera settings, qualities and outlook required for a wild life photographer.							2,7	2,3

MODULE – I

Introduction of Wild Life Photography – History – Ethics – Definition – Approaches to Wild Life Photography – Safari Parks – Travel Ways – Animals and Birds Behaviour and Habitats – Distinguish Omnivorous – Carnivorous – Herbivorous animals and birds – Hibernation – Aestivation.

MODULE – II

Camera Equipment – Camera Selection – AF Points – Crop Frame Vs Full Frame – Lens Selection – Understanding use of extenders – Protection Filters – Lens Hoods – Mono Pods Tripods – Beam Bags – VR & IS – Media Storage.

MODULE – III

Understanding the light – Photographing under Various Climatic Conditions – Natural Light – Shooting under shade - Artificial Lights and Light Shapers – Understanding the principals of Lighting – Application - Usage of flash in Wild Life Photography

MODULE – IV

Image Composition – Rule of Thirds – Cropping Images – Framing - Frame filling impact - Elements of Outstanding wild life Photography – Emotions – Capturing the movement – Shooting Angles – Leaving Space.

MODULE – V

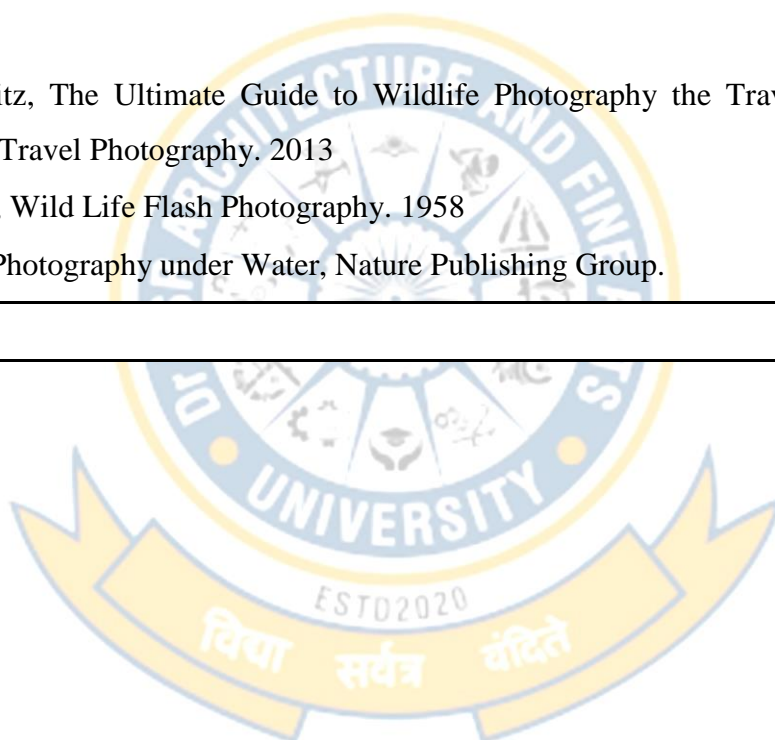
Precautions to be taken – Waiting for the right time to click the image - Shooting from Vehicles – Shooting through Bars – Shooting through Glass – Spy Cameras in Forest – Spy Cameras with Animals – Robots as Spy's – Under Water Photography.

MODULE – VI

Camera Setting – Modes – Shutter Speeds Usage – Use of IS Lenses – Burst Rate – Focusing Settings – Reality Time – Camera Shake – Picture Noise - Wild Life Photographers and Magazines – Patience while shooting – Persistence – Endurance

BOOKS RECOMMENDED

- Jack Ballard, Wild Life Photography: Proven Techniques for Capturing Stunning Digital Images. 2017
- Sandra Petrowitz, The Ultimate Guide to Wildlife Photography the Travelling Photographer: A Guide to Great Travel Photography. 2013
- Kitchener, H. J, Wild Life Flash Photography. 1958
- SMITH, P. A. Photography under Water, Nature Publishing Group.



SEMESTER	Course Code	Course Title	L	T	P/ S	C	Int. Marks	Ext. Marks	Total Marks
VI	PG21B6E2	Audio-Visual Communication	3			3	50	50	100
COs	Course Outcomes							POs	BTLs
	The student will be able								
CO1	To understand audio visual communication, basic speaking aids							1,2	2,3
CO2	To acquire knowledge on graphics, narratives, voiceover							5,6,10	2,3,6
CO3	To acquire knowledge on different image building, like Flip boards, Magnetic board							5,6,10	2,3,6
CO4	To acquire knowledge on audio visual media and its implications							5,6,10	2,3,6
CO5	To acquire knowledge on graphics using							5,6,10	2,3,6
CO6	To acquire knowledge on programming, story board, planning, Presentation styles							5,6,10	2,3,6
MODULE – I									
Audio visual communication - Definition - Application - All about audio visual communication - Basic speaking aids - Development a concept - Graphic designer - Inputs - Using slides									
MODULE – II									
Computer generated graphics - Slides tape shows - Narratives and voiceover - Multi vision - Chalk boards - Communication - AV for communication - Getting the message across - Thinking visually - Understanding the audience									
MODULE – III									
Extending audio visual - Image building teaching and training - Using interactive video - Libraries - Hiring in program - Closed circuit television - Flip boards - Magnetic board – Screen									
MODULE – IV									
Audio visual media - Direct media - Still photography – Slide – Sound - Single projector shows - Multi projector shows - Media conversions - Slide v/s OHP transparency - Tips on artwork for slides - Cameras and Photography - Types of slides - Overhead projector – Epidiascope - Slide duplicator									
MODULE – V									

Optics and graphics - Graphics using still photography - Using images - Shooting for multi vision - Rostrum camera work - Using computer graphics - Working principle

MODULE – VI

Editing and programming - Preparing story board – Planning – Preproduction – Planning budget and scheduling - Preparation of script - Working storyboard - Shooting script slide tape editing - Slide tape programming - Editing sound - Presentation styles

BOOKS RECOMMENDED

- Audio visual handbook by Alan Mc Pherson and Howard Tims
- Audio visual on the move by K.L. Kumar



SEMESTER	Course Code	Course Title	L	T	P/ S	C	Int. Marks	Ext. Marks	Total Marks
VI	PG21B6O1	Street Photography	2			2	100		100
COs	Course Outcomes							POs	BTLs
	The student will be able								
CO1	To understand overview and early stages of Street Photography							1,2	1,2
CO2	To acquire knowledge of the equipment required for Street Photography.							2,6	2,4
CO3	To acquire the knowledge on shooting techniques of various conditions							2,3,4	2,4
CO4	To acquire the knowledge on shooting techniques of various conditions							2,3,4	2,4
CO5	To acquire the knowledge on Composition techniques							2,3,4	2,4
CO6	To acquire the knowledge on shooting techniques of various conditions							2,3,4	2,4
MODULE - I									
Definition of Street Photography, early street photography, Eugene Atget, Charles Negre in the streets of Paris, Haussmann urban planning project unfolding old and new Paris.									
MODULE - II									
Equipment used in street photography- DSLR, Wide angle lenses, telephoto lenses, standard lenses, portrait lenses, flash units for night photography, Tripod,									
MODULE - III									
Recording everyday activities, Men at work, candid Photographs of people, newspaper vendors, homeless people									
MODULE - IV									
Elements that make strong street photograph - expression and gesture – Appearance - capturing the correct stepping motion - social documentary photography - depicting reality by images - child labour									
MODULE - V									
Composition- point of view and perspective, rule of thirds, creating tension, triangles, leading lines, Juxtapositions, depth, layers, negative space									
MODULE - VI									

Light shadow – silhouettes - Photo walks - stories in a single frame - series of pictures – Architectures – Monuments – Students - schools and colleges.

BOOKS RECOMMENDED

- Street Photography creative vision behind the lens by Velerie Jardin.
- Street portrait Photography by Priya Ranjan
- Travel and Street Photography from snapshots to great shots by John Batdorff

EMESTER	Course Code	Course Title	L	T	P/S	C	Int. Marks	Ext. Marks	Total Marks
VI	PG21B6S1	Portfolio-II	3		6	8	50	50	100
COs	Course Outcomes							POs	BTLs
	The student will be able								
CO1	This course contributes to develop student's his/her own portfolio							3,4,5,6	3,6

The students are given the opportunity to select any topic, concept, theme, subject or subjects and undertake critical study at the end of Semester. The students have to submit 15 prints of 12"x18" size neatly mounted towards evaluation followed by exhibition.

SEMESTER	Course Code	Course Title	L	T	P/ S	C	Int. Marks	Ext. Marks	Total Marks
VI	PG21B6P1	Basic Videography Tech	3		6	7	50	50	100
COs	Course Outcomes							POs	BTLs
	The student will be able								
CO1	The student will experience the video camera on hands and understand the basic parts.							2	3,6
CO2	The students will know the usages of lenses for the various kinds of shots in video production.							3,5,6	3,6
CO3	The students will have a technical approach about the various camera movements useful for video production.							3,5,6	3,6
CO4	The students will acquire the knowledge for different types of shots according to the subject for video production.							3,5,6	3,6
CO5	The students will become used with the various implications of the audio needed for recording the video.							3,5,6	3,6
CO6	The students will learn to know about the content needed and digital data management for the post production preparation (process).							3,5,6	3,6
ESTD 2020									
MODULE – I									
Operation of Video Camera - Gain Control - White Balance - Focusing – Viewfinder									
MODULE – II									
Lens - Aperture - Filters - Shutter speed									
MODULE – III									
Panning - Tilting - Track and Trolley - Zoom – Dolly									
MODULE – IV									
Shot Division - Close up - Medium Shot - Long Shot - Establishing Shot									
MODULE – V									
Camera Supports – Tripods - Lights - Using different Microphones - Audio recording – Using pilot micro phone for video recording - Using external micro phone for video recording - Audio input – Audio output -									

Using cables (Input & Output)

MODULE – VI

Capturing video - Data copying from Digital video cameras - Data management - Data preparation for post-production

BOOKS RECOMMENDED

- Television Production Gerald Miller son
- Television Production Hand Book by ZETTL
- Video Production Handbook, Fourth Edition by Gerald Millerson, Jim Owens (2008)



SEMESTER	Course Code	Course Title	L	T	P / S	C	Int. Marks	Ext. Marks	Total Marks
VI	PG21B6K1	Video Editing - 1		2		2	50	50	100
COs	Course Outcomes							POs	BTLs
	The student will be able								
CO1	To understand introduction and formats							1,2	1,2
CO2	To acquire Practical knowledge on Video Settings							1,2,6	1,2,3
CO3	To acquire knowledge on adding Editing Tools							1,2,6	2,4,6
CO4	To acquire the knowledge on working with Transitions							1,2,6	2,4,6
CO5	To understand and acquire knowledge on working with Filters and Key frames							1,2,6	1,2,3
CO6	To understand how to do basic Compositing							1,2,6	1,2,6
MODULE – I									
Introduction - Digital Non-Linear Editing - Editing vs. Delivery formats - Tape-based vs. tapeless formats - High definition vs. Standard definition - Progressive video vs. Interlaced video									
MODULE – II									
Workspace - Premiere Pro interface -The Project Window – The Monitor Window – The Timeline - Video Settings - Time base and Frame Rate - Project Settings and Export Settings									
MODULE – III									
Tools - Block Selection - Time stretching - Moving, Razo ring, and inserting clips - Audio Editing - Using the audio rubber band - Basic Audio Filters									
MODULE – IV									
Transitions - Standard transitions - Using Simple Fades by utilizing the rubber band - A/B versus single track editing - Gradient wipes									
MODULE - V									
Working with Still Images - Photoshop and Illustrator Files - Filters - Overview of useful filters - Applying filters to a clip - Using Photoshop filters with Premiere Pro - Key frames - Animating a filter - Animating									

motion

MODULE – VI

Basic Compositing - Introducing alpha channels - Working with blue- and green screens - The transparency settings window

BOOKS RECOMMENDED

- Jerron Smith and the AGI Training Team, Adobe Premiere Pro CC: Digital Classroom, 2013
- Maxim Jago, Adobe Premiere Pro CC, 2018
- Dockery and Conrad Chavez with Rob Schwartz, Learn Adobe Premiere Pro CC for Video Communication, 2016



SEMESTER – VII

SEMESTER	Course Code	Course Title	L	T	P/ S	C	Int. Marks	Ext. Marks	Total Marks
VII	PG21B7C1	Professional Videography	4			4	50	50	100

COs	Course Outcomes	POs	BTLs
CO1	The students will acquire the knowledge on video production in terms of television (News Television, Entertainment Television).	1,2	1, 2
CO2	The students will get to know about various kinds of equipment which are essential for video production.	1,2,4	1, 2
CO3	The students will get the knowledge on different types of lights, its accessories and its usage for video production (Television production).	1,2,4	2,3
CO4	The students will get know the various microphones and other audio accessories needed for the video production.	1,2,4	2,3
CO5	The students will develop their knowledge about the news studio, video floor, different types of shows recording (production), PCR work flow, etc...	1,2,4	2,3,6
CO6	The students will understand about the various departments involved in video production and its crew.	1,2,4	3,4,6

MODULE – I

Videography for Television – News Television, Entertainment Television, Preproduction, production, Post production

MODULE – II

Equipment for Video production - Different cameras, Detachable View finders, Memory cards, Data storage devices, Tripods, Low base, Jimmy zip (Jib arm), Track and trolley, Crane, Drone, Gimbal, Steady cam

MODULE – III

Lighting for video production (Television) - Indoor, Outdoor – Soft light, Harsh light, Different types of lights and accessories, Warm lights (Baby, Junior, Senior), Cool lights, Tungsten lights, Halogen lights, HMI Lights, Fluorescent Lights, LED Lights, Reflectors, Cutters, Skimmers, Diffusion papers (Butter paper, Gateway paper), Grids, Soft boxes, Light conversion filters (gel paper)

MODULE – IV

Audio equipment for video production – Different types of microphones, Dynamic Microphones, Condenser Microphones, Cardioid microphones, Lapel Microphones, Head Microphone, Shotgun microphones, Boom pole, Ear piece, Audio console (Mixer), Zoom recorder, Connecters and cables, Talkback

MODULE – V

Electronic news gathering, Video footage, News Studio - Camera, Teleprompter, Green mat/Blue mat, Discussions, Single Cam Interview, Multi Cam Interview, PCR, (work flow of online recording for video production), Video switcher, Audio console, CCC, Teleprompter remote, Character generation system, Multi view monitor, Phone in console for shows, Talkback, Recorder (Master, ISO), Video floor (Entertainment shows), Set, Lighting setup, Online Recording, Commands (Anchor control, Floor control, Cameraman control)

MODULE – VI

Online technical crew – Set up, Input – output cables, multiple cameras along with camera assistants and cameramen, Audio recordist and assistants, online video editor, teleprompter operator, CG operator, News producer

BOOKS RECOMMENDED

- Complete book of video by David Chershirs
 - Television Production by Gerald Millerson
 - Television Production Hand Book by Zettl
 - Television video systems by Bernand Grab
- Video Production Handbook, Fourth Edition by Gerald Millerson, Jim Owens (2008)

SEMESTER	Course Code	Course Title	L	T	P/ S	C	Int. Marks	Ext. Marks	Total Marks
VII	PG21B7C2	Research Methodology	4			4	50	50	100
COs	Course Outcomes							POs	BTLs
	The student will be able								
CO1	To understand research approaches							2,4	2,3
CO2	To acquire knowledge on different research kinds of research							2,4	2,3
CO3	To acquire knowledge on different kinds of isms orientation							2,4	2,3
CO4	To acquire knowledge on research design							2,4	2,3
CO5	To acquire knowledge on research methods for data collection							2,4	2,3
CO6	To acquire knowledge on data analysis							2,4	3,4,6
MODULE – I									
What is a Research? - Research Approaches: Qualitative Research, Quantitative Research, Mixed Methods Research - Methods, Methodology, Theoretical Perspective, Epistemology									
MODULE – II									
Identifying a Research Problem – Reviewing the Research Problem – Specifying a Purpose for Research – Data Collection – Analysing and Interpretation of Data – Reporting and Evaluating Research - Framework for Research: Philosophical worldview, Design, Research Methods – Philosophical worldview: Post-positivism, Constructivism, Transformative, Pragmatism									
MODULE – III									
Post-positivism: Determination, Reductionism, Empirical Observation and Measurement, Theory Verification – Constructivism: Understanding, Multiple Participant Meanings, Social and Historical Construction, Theory Generation – Transformative: Political, Power and justice oriented, Collaborative, Change-oriented – Pragmatism: Consequences of Action, Problem-cantered, Pluralistic, Real World Practice Oriented									
MODULE – IV									
Research Designs: Qualitative Research, Quantitative Research, Mixed Methods Research – Qualitative Research: Narrative Research, Phenomenology, Ground Theory, Ethnographies, Case Study – Quantitative									

Research: Experimental Designs, Non-experimental Designs – Mixed Methods: Convergent, Explanatory Sequential, Exploratory Sequential, Multiphase - Critical thinking - Holistic multi-genre approach

MODULE – V

Research Methods: Data Collection, Analysis, Reporting – Primary data – Secondary data - Quantitative Data Collection – Data Collection in Qualitative Approach Research Methods: - Open-ended questions; Interview data, observation data, document data and audio-visual data; Themes, patterns interpretation – Data Collection in Quantitative Approach Research Methods: - Pre-determined data; Instrument based questions; Performance data, attitude data, observational data, census data; Statistical analysis; Statistical interpretation - Data Collection in Mixed Approach Research Methods: - Both pre-determined and emerging methods; Both open and closed-ended questions; Multiple forms of data drawing on all possibilities; Statistical and Trend analysis; Across database interpretation.

MODULE – VI

Data Analysis: - Parametric, Non-parametric - Parametric statistical analysis: - Mean, Standard Deviation, t-test, Analysis of Variance (ANOVA); Non-parametric statistical analysis: - General Tests, Median, Kruskal-Wallis test, Spearman correlation test, Wilcoxon test etc..., Pearson correlation, Regression etc..., Data Reporting - Interpreting and Reporting through the MS Excel and Formal Statistical Packages (SPSS, SAS, Stata) - Generally data interpretation outcomes for, measure, make comparisons, examine relationships, make forecast, test hypothesis, explain, explore etc...

BOOKS RECOMMENDED

- The SAGE Encyclopedia of Qualitative Research Methods by Lisa M. Given (Ed.), Volumes 1 & 2, Sage (2008)
- Research Design: Qualitative, Quantitative, and Mixed Methods Approaches (2nd Edition) by John W. Creswell

SEMESTER	Course Code	Course Title	L	T	P/ S	C	Int. Marks	Ext. Marks	Total Marks
VII	PG21B7E1	Social Media Marketing	3			3	50	50	100
COs	Course Outcomes							POs	BTLs
	The student will be able								
CO1	To understand overview and concepts of Social Media Marketing							1,2	1,2
CO2	To acquire knowledge of Digital Strategy							2,6	2,4
CO3	To acquire the knowledge on Facebook introduction and Marketing							2,3,4	2,4
CO4	To acquire the knowledge on YouTube Marketing							2,7	2,6
CO5	To acquire the knowledge on Instagram Marketing							2,7	2,6
CO6	To acquire the knowledge in LinkedIn & WhatsApp Marketing							2,7	2,6
MODULE - I									
Social Media Marketing – Brief history, Online environment and market place, Benefits of social media marketing, Types of Social Media Marketing, Different platforms, Choosing platform									
MODULE - II									
Digital strategy, grabbing attention, Campaign running, Direct interaction with customers, Easy understanding customer needs, Developing the brand experience, Selling products and services, Creative approach									
MODULE - III									
Facebook – Introduction, Page, establishing posts, Tips for running page, Groups, Creating ads, Live streaming, Purpose of vital considerations									
MODULE - IV									
YouTube – Overview, Content preparation, Vlogs, need of advertising on youtube, using paid ads through google AdWords, Using Analytics. Other google tools – Gmail, hangouts, Blogs, Class rooms									
MODULE - V									
Instagram – Visual platform, Overview, Mobile application, using instagram, Marketing on instagram - Creating captions, Location based hashtags, Geotags, Brand promotion - Twitter – Overview, Direct way to reach, Individual promotion, Boost campaign visibility, Paid advertising									
MODULE - VI									

LinkedIn – Overview, Individual profile marketing, Advertising on LinkedIn, B2B marketing, Networking with potential clients, Business promotion, creating own networks, paid ads, cost free business promotion - WhatsApp – Overview, Instant communication, Real-time reach, using groups, End user reachability, Broadcast list- Other platforms

BOOKS RECOMMENDED

- Digital marketing all-in-one for, Dummies
- Digital Marketing_ Strategy, Implementation and practice, Dave Chaffey, Fiona Ellis – Chadwick
- Social Media Marketing Step by Step, Noah Gray, Michael Fox



SEMESTER	Course Code	Course Title	L	T	P/ S	C	Int. Marks	Ext. Marks	Total Marks
VII	PG21B7E2	Documentary Films	3			3	50	50	100
COs	Course Outcomes							POs	BTLs
	The student will be able								
CO1	The students will understand the history of documentary films and the importance of documentary film making.							1,2	1,2
CO2	The students will gain the proper knowledge on various types of documentaries.							2,3	1,2
CO3	The students will learn about the impact of the documentaries so made on the society.							2,3	2,3
CO4	The students will know the importance of audio in the documentary film making.							3,5,6	3,6
CO5	The students will acknowledge about the various equipment needed for the purpose of documentary film making in the field.							1,2	3,6
CO6	The students will get gain confidence to present the final output professionally.							3,5,6	3,6
MODULE – I									
History of documentary - Context - Objective - Principals of documentary film making.									
MODULE – II									
Types of documentaries - Expository Documentary, Observational Documentary – Poetic - Participatory Documentary - Reflexive Documentary - Performative Documentary – Narrative Documentary - Dramatization Documentary (Docudrama) – Docu-fiction.									
MODULE – III									
Documentary production in its social and historical context - Documentaries and Impact on society, Research - Approach - Ethics and Aesthetics of Documentary film making									
MODULE – IV									
Planning - Target audience, Locations, Audio recording, and sound design, Finance and Budgeting.									
MODULE – V									

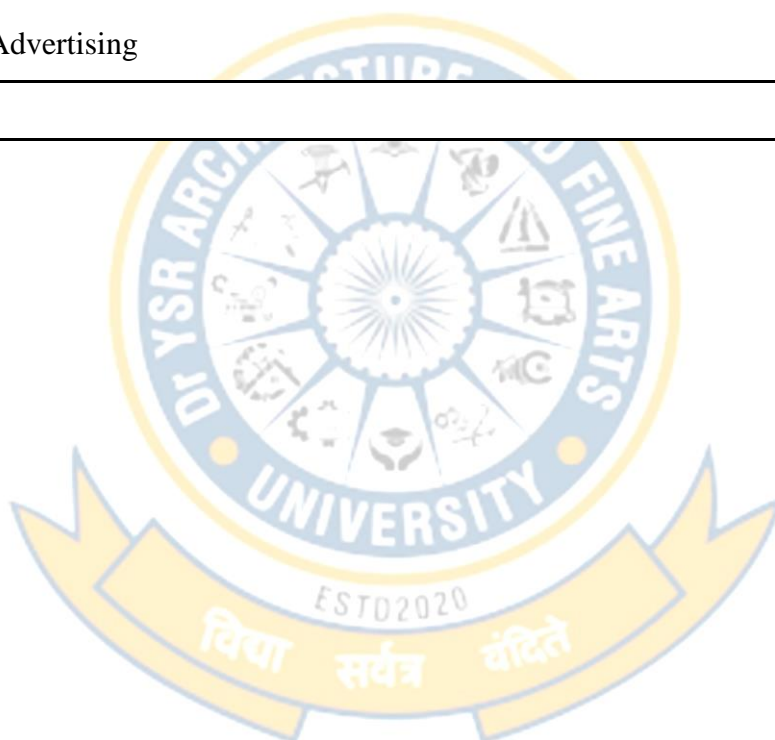
Production - Equipment - Over view of the crew and team - Camera and Lighting - Field audio recording equipment /Microphones

MODULE – VI

Voiceover, Editing, Music, Sound effects, Inserts, Cutaways, Computer applications, Screening and Broadcasting in Documentary film making.

BOOKS RECOMMENDED

- New Product Shots by Alex Larg& Jane Wood
- Lighting for Food & Drink by Steve Bavister
- Practical Photography by Michael Freeman
- Magazines Wide Web
- Magazines on Advertising



SEMESTER	Course Code	Course Title	L	T	P/ S	C	Int. Marks	Ext. Marks	Total Marks
VII	PG21B7O1	Short Film Making	2			2	100		100
COs	Course Outcomes								
CO1	The students will learn about the concept of short filmmaking and its various aspects.							1,2,	1,2,
CO2	The students will learn about the process of story development, budgeting, marketing, permissions and regulations.							3,4	2,3,6
CO3	The students will learn about the implications of preproduction.							3,4	2,3,6
CO4	The student will understand the various areas of production for short film making.							3,5,6	2,3,6
CO5	The student will get to know the various stages involved in the postproduction process for short filmmaking.							3,5,6	2,3,6
CO6	The student will build an ability to select the platform for screening of the short film.							3,5,6	2,3,6

MODULE – I

Short film – Term, Brief history, Objective, Moto, Principles, Selection of subject, Target audience

MODULE – II

Story line, synopsis, Story development, Content partners, Finance – Budgeting, Sponsors, Marketing, Media partners, Legal – Permissions, Rules, and regulations, checking copy rights, Ownership and rights

MODULE – III

Preproduction – Story discussion, Scenes, Short division, Story board, Screenplay, Locations Recce, Casting selection, Costumes, Makeup and hair stylist, Script, Script Breakdown, Scheduling, Director of Photography, Editor, Crew selection, Production design, Props

MODULE – IV

Production – Rehearsal for cast and crew, Shooting, Cameraman, Camera assistants, Cameraman assistants, Lighting, Light boys, Planning for Usage of green/blue mat, Preparation of edit notes, Sound recording

MODULE – V

Postproduction – Editing, Rough-cut, Special effects, Graphics, Keying, Audio dubbing, Audio mixing, Titles, Credits, Final cut, Preparing final output

MODULE – VI

Screening – Theatres, Television, Social media, OTT

BOOKS RECOMMENDED

- Making short films, Clifford Thurlow
- The filmmaker's handbook, Ed Pincus
- Getting Started in Short Film Making, Chris Patmore, Ted Jone



SEMESTER	Course Code	Course Title	L	T	P/ S	C	Int. Marks	Ext. Marks	Total Marks
VII	PG21B7P1	Professional Videography Tech	3		6	6	50	50	100
	The student will be able								
CO1	The students will learn the professional means of handling the video camera indoors and outdoors.							2	3,6
CO2	The students will acknowledge practicing the capturing of news visuals, live news reading process and recording.							3,5,6	3,6
CO3	The students will learn the professional usage of single camera production for television shows.							3,5,6	3,6
CO4	The students will get the knowledge of making television commercials and promotional videos.							3,5,6	3,6
CO5	The students will understand how to shoot panel discussion using multi camera.							3,5,6	3,6
CO6	The students will know the online video production workflow on a professional basis.							3,5,6	3,6
MODULE – I									
Professional Video Cameras handling - Indoor - Outdoor - Shooting									
MODULE – II									
Collecting (Shooting) News Visuals - News Reading on air (Streaming) and recording									
MODULE – III									
Recording for TV Shows using Single Camera									
MODULE – IV									
Recording Commercials - promotional TV Shows									
MODULE – V									
Panel Discussion (Political debate) recording with multi camera									
MODULE – VI									
TV Show (Dance / Drama) Online Recording using Multi Camera Setup, Field Visit									

BOOKS RECOMMENDED

- Complete book of video by David Chershirs
- Television Production by Gerald Millerson
- Television Production Hand Book by Zettl
- Television video systems by Bernand Grab
- Video Production Handbook, Fourth Edition by Gerald Millerson, Jim Owens (2008)



SEMESTER	Course Code	Course Title	L	T	P/ S	C	Int. Marks	Ext. Marks	Total Marks
VII	PG21B7P2	Multimedia	3		6	5	50	50	100
COs	Course Outcomes							POs	BTLs
	The student will be able								
CO1	To understand overview of Multimedia for Photography							1,2	1,2
CO2	To acquire knowledge on Formats and Storage types							1,2	1,2
CO3	To acquire knowledge on Microsoft office and its application							2,6	2,4,6
CO4	To acquire knowledge on effective presentations using power point							2,6	2,4,6
CO5	To understand overview of various software's and its's usage							2,6,12	2,3,4
CO6	To acquire knowledge on various image editing software's and it's usage							2,6,12	2,3,4
MODULE – I									
Introduction – What is Multimedia – History – Basic Elements of Multimedia – Categorization – Usage – Advantages and Dis-advantages of Multimedia - Overview of Multimedia Software's Tools - Digital Audio – Graphics and Image Editing – Video Editing – Animation – Multimedia Authorizing									
MODULE – II									
Image Formats –Video Formats – Audio Formats – Formats and Compressions – Software - Techniques of Audio Video and Image – Online Converters – Multimedia Storage – Hardware – Online Storage – Multimedia Communication and Networking issues									
MODULE – III									
Microsoft Office– Work flow – Word – Outlook – Excel – Power Point – One note – Access – Skype for Business – Other Software introduction									
MODULE – IV									
Presentation – Introduction - Making Power Point Presentation– How to make effective power point presentation including video image and graphical elements – Simplicity - Principles and Techniques – Art of being completely present									
MODULE – V									
Over view of few Software – Adobe After effects – Audition – Illustrator - Bridge - Photoshop – Light									

room – Animate – Premiere Pro – Media Encoder – Capture One – 3D

MODULE – VI

Image Editing Software's – Introduction – Work Flow – Interface – Tools – Usage - Light room – Photoshop – Capture one - Video Editing Software's – Introduction– Adobe Premier Pro – Aftereffects – Compositing – Media Encoder – Audition

BOOKS RECOMMENDED

- G - Nian Li, Fundamentals of Multimedia, 2004
- Gaurav Bhatnagar, Introduction to Multimedia Systems, Academic Press, 2002.
- Guide to Computer Animation: for tv, games, multimedia and web, Focal Press Visual Effects and Animation, 2002.



SEMESTER	Course Code	Course Title	L	T	P/ S	C	Int. Marks	Ext. Marks	Total Marks
VII	PG21B7K1	Video Editing - 2		2		2	50	50	100
COs	Course Outcomes							POs	BTLs
	The student will be able								
CO1	To understand introduction and interface workflow							1,2	1,2
CO2	To acquire Practical knowledge on tools and interface							1,2,6	1,2,3
CO3	To acquire knowledge on adding Transitions to video							1,2,6	2,4,6
CO4	To acquire the knowledge on working with graphics							1,2,6	2,4,6
CO5	To understand and acquire knowledge on working with audio							1,2,6	1,2,3
CO6	To understand how to output the video							1,2,6	1,2,6
MODULE – I									
Overview of the post production workflow - Media acquisition - Editorial development - Graphics development – Audio - development - Finishing - Output and delivery									
MODULE – II									
Editing workspace - tools - Customizing the interface Opening, closing, and moving panels - Using Project panel - Creating and organizing bins									
MODULE – III									
Cut – Different Ways to Cut– Double Cut – Jump Cut – Insert Shots – Freeze Frames – Subliminal Frames									
MODULE – IV									
Video transitions - Editing transition settings -Working with Graphics - Creating titles in Premiere Pro Editing titles - Working with Photoshop files									
MODULE - V									
Animating the position of clips - Making quick colour adjustments - Using the Warp Stabilizer - Working with Audio – Multicam Editing									
MODULE – VI									

Outputting Your Video - Output for the Web and desktop

BOOKS RECOMMENDED

- Jerron Smith and the AGI Training Team, Adobe Premiere Pro CC: Digital Classroom, 2013
- Maxim Jago, Adobe Premiere Pro CC, 2018
- Dockery and Conrad Chavez with Rob Schwartz, Learn Adobe Premiere Pro CC for Video Communication, 2016

SEMESTER	Course Code	Course Title	L	T	P/ S	C	Int. Mar ks	Ext. Marks	Total Marks
VII	PG21B7IN	Short Term Internship	Summer Vacation (180 hours)			4	100		100
COs	Course Outcomes							POs	BTLs
	The student will be able								
CO1	This Industrial Internship contributes to develop student’s Hands –on practical real world of work experience.							5,6,7,10, 11,12	3,4,5,6

Integrating theory and practice. Making the students develop work habits and attitudes necessary for job success along with acquiring additional skills required for the future world of work. A

SEMESTER – VIII

SEMESTER	Course Code	Course Title	L	T	P/ S	C	Int. Marks	Ext. Marks	Total Marks
VIII	PG21B8IN	Internship				12	50	150	200
	Course Outcomes (CO)							POs	BTLs
	The student will be able								
CO	This course gives student to have industry experience and exposure							3,4,5,6	3,6

A student needs to select his/her choice of field (Still Photography, Videography/Cinematography, Image Editing or Video Editing /TV Channel, Photojournalism, Advertising Photography etc.) and s/he should go to a specialized organization, working with them practically and present a Thesis Book (in the prescribed format) a Thesis book (in the prescribed format) including some of the works, s/he has done at the organization during his stay. The Practical Training minimum period is 12 weeks.

- 1) Letter of offer
- 2) Letter of acceptance

The organization or the person where the student likes to undergo should have minimum of 5 years of Professional experience after his graduation or the organization should be 5 years old.

SEMESTER	Course Code	Course Title	L	T	P/ S	C	Int. Marks	Ext. Marks	Total Marks
VIII	PG21B8TH	Thesis / Viva –voce				18	100	100	200
	Course Outcomes (CO)							POs	BTLs
	The student will be able								
CO	This course contributes to develop student's applied knowledge and analysing skills to write a thesis/dissertation							3,4,5,6	3,4,6

After completion of Training, every student will have to submit a detail Thesis on the work done and at least 2 works/Projects on which he/she has worked during the 12 weeks of Practical Training.

After submission of the Thesis to the Department, Head of the Department will arrange for the conduct of the Viva-voce examination.

The Thesis will be evaluated at a Viva-voce by a jury consisting of one External, one Internal and Head of the Department.

