

VIVEKANAND COLLEGE, KOLHAPUR
(AUTONOMOUS COLLEGE)

**Board of Studies in
Photography**

Choice Based Credit System Pattern

Syllabus

For

Community college

Diploma in Photography Part-I

(To be implemented from Academic Year 2018-2019 onwards)

Advance diploma in Photography

STRUCTURE OF SYLLABUS:

To be implemented from the academic year 2018-2019

1. Title of the course: Advance diploma in Photography

A. INTRODUCTION

Photography is an art to draw image with light. Always a true image should have a story in it. This message/story should be very clear and need to be told in intelligent way. There are lots of photograph taken by different eminent photographer(I prefer to call them magician -they creates illusion with light) has different type of message, story. Most of so-so fancy photographer only thought to show some sorts of different parameter creates a great image like a rich child feeds food to street dog. Actually, that may be a image but with boring message. You have to find out a special but unique trademark to show your message within photograph. Like some photographers like to tell story black and white medium, some like high gradient image, some prefer low-angle long aperture photos for moving feeling etc. Hope you understand.

Spend some time with photographs taken by famous photographers, think and find out the trademark of that photographer to tell the message through image in different way. and then Make your own. Then it is the matter of time, when everyone will praise your work.

1.Creating Art: Students know and apply the arts, disciplines, techniques and processes to communicate in original or interpretive work.

2.Art in Context: Students demonstrate how elements of time and place influence the visual characteristics, content, purpose and message of works of art.

3.Art as Inquiry: Students demonstrate how the arts reveal universal concepts and themes. Students reflect upon and assess the characteristics and merits of their work and the work of others.

B. RATIONALE

Design is the process of selection where visual elements such as point, line, shape, volume, tone, texture, color, form, format, space, and structure are used by students to express their ideas. Visual sensitivity and working knowledge of design elements would be developed by solving a series of problems and employing a variety of media and materials. The curricular area aims at enabling the students to develop their mental faculties of observation, imagination, and creation and develop skills and sensitivity towards the use of visual elements for an effective visual communication.

Design is an activity of problem solving for the well being of society and individuals. Today, in the world of information and communication every one has to communicate and get

communicated by different groups of people through a wide variety of communication systems.

Graphic designs course have great potential in providing creative solutions to communication of complex phenomena of print media such as books, magazines and newspaper, known as pictographic depictions or concept visualization. It can be traditionally applied in typography, cartooning (social, political and educational), and designing poster, book-covers, letter heads, news papers, brochure, logo, textile prints, or even jewelries. Since the advent of personal computers and design software, Photography is being utilized in electronic media-often referred to as interactive design which has unlimited applications in advertisements. The students can later become graphic designers working in print production (newsletters, posters, brochures, etc). Graphic designers combine text and images to communicate a message: sell a product or service, inform, or entertain.

The Photography curriculum focuses on creating intelligent and powerful visual communication. Students build a strong foundation for a Photography career by learning design techniques, visual thinking, concept development, colour, composition, and typography, through case studies and hands-on exercises. During the study, assignments will incorporate problem solving projects that relate to visual communication. The course includes introduction to computer as a tool to create, modify and present the visual messages.

C.COURSE OBJECTIVES

By studying Photography students will have a wider horizon in the field of art and will

- Demonstrate artistic growth by executing a variety of images/ text as images, traditional and contemporary techniques that solve complex design problems using creative thinking and analytical skills.
- Develop and demonstrate their understanding and skillful use of the elements and principles of visual design (*1. conceptual element, 2. visual element, 3. relational element & 4. practical or functional element.*)
- Gain skill to use the digital tools as a powerful means of communication for creation, modification & presentation.
- Study the works of contemporary artists, designers as well as the masters in the field and discuss and enrich their vocabulary of design.
- Learn ways to apply aesthetic sensibilities into their works and explore ways to balance between formal theories with practical applications.

D.CORE CONTENT GOALS FOR GRAPHIC DESIGN

The students will learn:

- The history of graphic design.
- What a layout is and how to create an effective one.
- About lettering/fonts and their implications.
- What a logo is and how to create one.
- The basics of two dimensional design including the elements and principles of art.
- About color theory and its implications in Graphic Design.
- How to use art criticism effectively.

- About Photography as a career.
- To improve their design skills and techniques using a variety of tools.
- To learn pre and post production techniques.

In this class, students will design and create a variety of projects, both by hand and by using computer Photography programs. They will maintain good studio organization and use of tools as expected by the teacher. They are expected to maintain facilities in an appropriate working condition.

2. Duration:

The duration of the Community College Course will be of **two years**.

- **Community College . Part I - Diploma in Photography**
- **Community College . Part II - Advance Diploma in Photography**

The final Community college Advance diploma will be awarded only after completion of two year course. The suggested credits for each of the years are as follows:

Awards		Normal calendar duration	Skill Component Credits	General Education Credits
Year 1	Diploma in Photography	Two Semesters	36	24
Year 2	Advanced Diploma in Photography	Two Semesters	36	24
TOTAL			72	48

General Education Component should not exceed 40% of the total curriculum.

Credits can be defined as the workload of a student in

1. Lectures
2. Practical
3. Seminars
4. Private work in the Library/home
5. Examination
6. Other assessment activities.

The following formula should be used for conversion of time into credit hours.

- a) One Credit would mean equivalent of 15 periods of 60 minutes each, for theory, workshops /labs and tutorials;
- b) For internship/field work, the credit weight age for equivalent hours shall be 50% of that for lectures/workshops;
- c) For self-learning, based on e-content or otherwise, the credit weight age for equivalent hours of study should be 50% or less of that for lectures/workshops.

3. Eligibility:

The eligibility condition for admission to B.Voc. programme shall be 10+2 or equivalent, in any stream from any recognized board or university.

4. Medium of Instruction:

The medium of instruction of the course will be **Marathi / English**

5. Pattern: Semester Pattern.

6. Examination:

A. Scheme of examination:

- The semester examination will be conducted at the end of each term (both theory and practical examination)
- Theory paper will be of 50 marks each. The practical examination will be of 200 marks and industrial practical training/project work is of 50 marks.
- Question papers will be set in the view of the entire syllabus and preferably covering each unit of the syllabus.

For each semester there will be four theory papers. Practical Examination will be conducted at the end of every semester.

Paper Number	Title of Paper (For Semester I)	Internal Marks	Theory Exam Marks	Total Marks
I	English for Business Communication	10	40	50
II	Foundation Photography	10	40	50
III	Photography Accessories	10	40	50
IV	Lightning Techniques Part I	10	40	50
TOTAL		40	160	200

The practical examination will be of 200 marks.

Sr. No.	Practical examination	Marks	Internal Assessment	Marks
1	Practical	180	Projects/ Industry Visit	50
2	Portfolio	20		
Total		200		50

The total weightage of first term is of 450 marks, the details of which are-

Sr. No.	Title	Marks
1	Theory Examination 50 X 4	200
2	Practical Examination.	200
3	Internal Assessment	50
	TOTAL	450

B. Nature of question paper:

For each paper there will be **THREE** compulsory questions.

General nature and marking system of the question paper will be:

Question Number	Type		Marks
Q.1	MCQ	No internal options	8
Q.2	Long answer	Any two out of three	16
Q.3	Short notes	Any four out of six	16

C. Standard of Passing:

To pass the examination a candidate must obtain at least 35% (i.e. 14 marks out of 40) in individual subjects, in internal assessment and University examination each in all theory and practical subjects.

D. External Students: Not applicable as this is a practical oriented course.

7. University Term: As per academic calendar of the university.

For the first year i.e. Diploma in Photography practical examination and theory paper assessment will be done at college level.

8. List of equipment and instruments:

1. Computer Machines
2. Colour Printer
3. Scanner
4. Digital Camera
5. Projector
6. Internet Connectivity
7. CCTV Camera for Photography Laboratory is must.

9. Laboratory Safety Equipments:

Part I: Personal Precautions:

1. Must wear **Lab Aprons / Lab Jacket** and proper shoes.
2. Except in emergency, over – hurried activities is forbidden.
3. Eating, Drinking and Smoking in the laboratories is strictly forbidden.

Part II: Use of Safety and Emergency Equipments:

1. First aid Kits
2. Fire extinguishers (dry chemical and carbon dioxide extinguishers)
3. Management of Local exhaust systems.
4. Sign in register if using instruments.

10. Workload:

Each skill based paper (i.e. Paper no. II, III and IV) will have **four theory** periods per week. There are **four practical** per week. Each practical will be of four periods. The practical batch will have maximum 20 students.

The total workload for one batch will be:

1. One Paper on General Education:	=	06 Theory Periods.
2. Three Papers on skill based Education: 3 X 4	=	12 Theory Periods.
3. Four Practical work per week: 4 X 4	=	16 Practical periods.
4. Project Work per batch per week:	=	02 Periods

	TOTAL	36 Periods.

Working hours will be 5 hours (300 minutes) per day i.e. six periods each of 50 minutes.

13.MEMORANDUM OF UNDERSTANDING (MOU):

The purpose of this MOU is to clearly identify the roles and responsibilities of each party (i.e. college and industry partner) as they relate to the implementation of the **B.Voc. Programme in Photography** at the college.

It is recommended to sign at least **TWO MOU** with the industry partners in the related field.

B.Voc. Part - I (Diploma in Photography) Course structure

General Structure:

The diploma course has two semesters, each of 450 marks. There will be **four theory** papers for each semester of 50 marks each.

- | | |
|---|-------------|
| 1) Paper-I:English for Business Communication | - 50 Marks. |
| 2) Paper-II:Foundation Photography. | - 50 Marks. |
| 3)Paper-III: Photography Accessories. | - 50 Marks. |
| 3)Paper-IV: Lightning Techniques Part I. | - 50 Marks. |

There will be practical examination for each semester. The duration of practical examination will be of six hours and it will be of 100 marks of which 20 marks are reserved for Portfolio, Industry Training via internships, handling live Projects. The internal assessment includes visits to Advertising Agency and Photography Studios, home assignment, test & tutorials etc.

SYLLABUS

N. B.

- (i) Figures shown in bracket indicate the total lectures required for the respective units.
- (ii) The question paper should cover the entire syllabus. Marks allotted to questions should be in proportion to the lectures allotted to respective to units.
- (iii) All units should be dealt with S.I. units.
- (iv) Project/ Industrial visit per semester is compulsory.
- (v) Use of recent editions of reference books is essential.
- (vi) Use of Output Devise allowed.

SEMESTER – I

GENERAL EDUCATION:

Paper – I: English for Business Communication:

Total Workload: 06 lectures per week of 60 mins.

Distribution of Workload:

Theory: 04 lectures per week

Practical: 02 lectures per week per batch of 20 students

Units Prescribed for Theory:

40 Marks.

Unit 1: Use of English in Business Environment

Topics:

Business Vocabulary: Vocabulary for banking, marketing and for maintaining public relations

What is a sentence?

Elements of a sentence

Types of sentence: Simple, compound, complex

Unit 2: Writing a Letter of Application and CV/ Resume

Topics:

Structure of a letter of application for various posts

CV/ Resume and its essentials

Unit 3: Presenting Information/Data

Topics:

Presenting information/data using graphics like tables, pie charts, tree diagrams, bar diagrams, graphs, flow charts

Unit 4: Interview Technique

Topics:

Dos and don'ts of an interview

Preparing for an interview

Presenting documents

Language used in an interview

Practical: Based on the theory units

10 Marks.

Reference Books:

Sethi, Anjane & Bhavana Adhikari. *Business Communication*. New Delhi: Tata McGraw Hill

Tickoo, Champa & Jaya Sasikumar. *Writing with a Purpose*. New York: OUP, 1979.

Sonie, Subhash C. *Mastering the Art of Effective Business Communication*. New Delhi: Student Aid Publication, 2008.

Herekar, Praksh. *Business Communication*. Pune: Mehta Publications, 2007.

Herekar, Praksh. *Principals of Business Communication*. Pune: Mehta Publications, 2003.

Rai, Urmila & S. M. Rai. *Business Communication*. Himalaya Publishing House, 2007.

Pradhan, N. S. *Business Communication*. Mumbai: Himalaya Publishing House, 2005.

Pardeshi, P. C. *Managerial Communication*. Pune: Nirali Prakashan, 2008.

SKILL BASED PAPERS:

Paper –II: Foundation Photography

1) Introduction to digital photography

Introduction to DSLR camera
Working with a digital film (sensor)

2) Introduction to the Functionalities of a Camera

Exposure compassion
Metering
Focusing
Freezing motion
Color correction and white balance.
Creation of slowshutter, pan effects, zoom burst, etc.
Image resolution
Raw image vs Jpeg
Basic Photo editing

3) Introduction to Lighting

Handling difficult light situations, low light shooting;
Light theory, Advanced understanding of light

4) Flashlight Photography

Using flash as a fill-in light.

5) Developing a creative eye

Creative use of light and composition, depth of field.

Reference :

Contemporary Color Theory & Use by Steven Bleicher, Second Edition. *The Art of Color*. Translated by Ernst van Haagen. Wiley; Revised edition, 1997.

Paper –III : Photography Accessories

50 Hrs

Lens 85 mm, Lens 8mm, Lens 70-200, Trigger, High speed Sink. Light , High speed Sink Flash, 1mtr Soft box, Black Umbrella, Flash Soft Box , Reflector, Light Meter, Balance Grey Card, UV Filter Kit, Reverse Ring, Remote Shutter, Tripod Ball Head, Product box, Octa Soft box etc.

Projects will be assigned to visually realize the design principles covered.

Paper IV: Lightning Techniques Part I

50Hrs.

If you are just starting out in photography and you don't know where to begin, or perhaps you have been taking pictures with your camera for a while and want to improve your shooting skills, you've come to the right place. The material compiled in this article will not only help you in building up your photography knowledge, but also assist in advancing you to the next level. On this page, you will find the most valuable articles and techniques we have written to help you grow as a photographer, from basic photography tips for beginners all the way to more advanced techniques and tutorials.

Course objectives :

HDR, Panorama, Time lapse, Basic DSLR video Studio Lighting – Working with lights and external exposure meters Light modifiers: reflectors, soft boxes, umbrellas, etc One, two and three point lighting techniques Other lighting techniques Basics Editing

- What is a DSLR?
- What is a Mirrorless Camera?
- What is Shutter Speed?
- What is Aperture?
- What is Camera ISO?
- Understanding Shutter Speed, Aperture and ISO
- Understanding Camera Modes
- Metering and Metering Modes
- What is Exposure Compensation?
- Autofocus Modes Explained
- Common Camera Settings
- How to Take Sharp Photos
- Introducing Composition in Photography
- Understanding Composition - Beyond the Rule of Thirds
- How to Take Good Pictures
- Camera Equipment for Beginners

References :

1. Digital Film Making (Dr. Jitendra Katre)
2. The Digital Photography
3. Photography Composition
4. Photography Lightning
5. Digital Photography Step By Step
6. Complete Photography Manual
7. The Complete Guide to Digital Photography
8. Studio Photography

B) Practical

A) Use of Accessories

50 Hrs.

Lens 85 mm, Lens 8mm, Lens 70-200, Trigger, High speed Sink. Light , High speed Sink Flash, 1mtr Soft box, Black Umbrella, Flash Soft Box , Reflector, Light Meter, Balance Grey Card, UV Filter Kit, Reverse Ring, Remote Shutter, Tripod Ball Head, Product box, Octa Soft box etc.

A) Use of Light

100 Hrs.

HDR, Panorama, Time lapse, Basic DSLR video Studio Lighting – Working with lights and external exposure meters Light modifiers: reflectors, soft boxes, umbrellas, etc One, two and three point lighting techniques Other lighting techniques Basics Editing

B) Project Work

50 Hrs.

- 1) Composition**
- 2) Shadow**
- 3) Use of Against light**

SEMESTER II

A. Nature of Examination:

For second semester there will be four theory papers. Practical Examination will be conducted at the end of the semester.

Paper Number	Title of Paper (For Semester II)	Internal Marks	Theory Exam Marks	Total Marks
V	Business Communication II	10	40	50
VI	Commercial Photography	10	40	50
VII	Lightning Techniques Part II	10	40	50
VIII	Post Processing	10	40	50
TOTAL		40	160	200

The practical examination will be of 200 marks.

Sr. No.	Practical examination	Marks	Internal Assessment	Marks
1	Practical	180	Projects/ Industry Visit	50
2	Portfolio	20		
Total		200		50

The total weightage of second term is of 450 marks, the details of which are-

Sr. No.	Title	Marks
1	Theory Examination 50 X 4	200
2	Practical Examination.	200
3	Internal Assessment	50
	TOTAL	450

B. Nature of question paper:

For the **papers VI to VIII** there will be in all **SEVEN** questions in each paper of which any **FIVE** should be solved. All questions will carry equal marks i.e. each question will be of 10 marks.

General nature of the question paper will be:

Question Number	Type		Marks
Q.1	MCQ	No internal options	8
Q.2	Long answer	Any two out of three	16
Q.3	Short notes	Any four out of six	16

SYLLABUS:

N. B.

- (i) Figures shown in bracket indicate the total lectures required for the respective units.
- (ii) The question paper should cover the entire syllabus. Marks allotted to questions should be in proportion to the lectures allotted to respective to units.
- (iii) All units should be dealt with S.I. units.
- (iv) Project / Industrial visit per semester is compulsory.
- (v) Use of recent editions of reference books is essential.
- (vi) Use of Output Devise allowed.

SEMESTER II

GENERAL EDUCATION PAPER:

**Community College. Part-I (Diploma)
Business Communication-II**

Semester –II

Paper: VI

Total Workload: 06 lectures per week of 60 mins.

Distribution of Workload:

Theory: 04 lectures per week

Practical: 02 lectures per week per batch of 20 students

Units Prescribed for Theory:

Unit 5: Group Discussion

Topics:

Preparing for a Group Discussion

Initiating a Discussion

Eliciting Opinions, Views, etc.

Expressing Agreement/ Disagreement

Making Suggestions; Accepting and Declining Suggestions

Summing up.

Unit 6: Business Correspondence

Topics:

Writing Memos, e-mails, complaints, inquiries, etc.

Inviting Quotations

Placing Orders, Tenders, etc.

Unit 7: English for Negotiation

Topics:

Business Negotiations

Agenda for Negotiation

Stages of Negotiation

Unit 8: English for Marketing

Topics:

Describing/ Explaining a Product/ Service

Promotion of a Product

Dealing/ bargaining with Customers

Marketing a Product/ Service: Using Pamphlets, Hoardings, Advertisement,

Public Function/ Festival

Practical: Based on the theory units

Reference Books:

1. Digital Film Making (Dr. Jitendra Katre)
2. The Digital Photography
3. Photography Composition
4. Photography Lightning
5. Digital Photography Step By Step
6. Complete Photography Manual
7. The Complete Guide to Digital Photography
8. Studio Photography

SKILL BASED PAPERS :

Paper –II: Colour Theory (Part II)

1) COMMERCIAL PHOTOGRAPHY

10hrs

Photography today has become a widely preferred career option for many young aspirants as the trend of commercial photography has gone up. Each and every business now a day's requires more or less services of the photographers, so there is wide scope of opportunities in this field.

Separating the type of subjects or activities done by the commercial, portrait, or industrial photographer is difficult. There is a natural overlapping of each category. Even the equipment used can be similar, if not identical. In general, the commercial photographer photographs inanimate objects or things while the portrait photographer is more involved with people. Many smaller studios have only one or two photographers who wear many hats and produce quality images of things and people for their clients.

- a) Understanding your Camera
- b) Understanding Light – Studio & Outdoor
- c) Lighting up Locations
- d) Visiting faculty
- e) Use of Digital Darkroom
- f) Photo Editing - Digital Darkroom
- g) Portfolio Development

2) PHOTOGRAPHY TECHNIQUES PART II

15 hrs

Cameras have become increasingly accessible, promising to give us images of superior quality. Nevertheless, a successful photograph depends on the choices the photographer makes, such as selecting the camera angle or how the image will be presented. Whether used to create or to document work, or to gather inspiring images, photography remains a vital tool for artists, regardless of the medium they work in.

The Introduction to Photography: Basic Techniques and Creative Approaches training workshop will give artists the tools they need to improve their photography skills and stimulate their creativity in producing images. During four sessions, participants will expand their basic knowledge and gain more control of the camera, natural and artificial light, as well as digital image processing.

A discussion of various art practices, selected for the quality and innovation of the work, will introduce the focus of each session. A theoretical presentation will then put forward certain technical concepts. Participants will then apply these notions by doing practical exercises, thus deepening their learning experience both technically and artistically.

- a) Techniques and Styles
- b) Exposure and Light Metering
- c) Composition and Learning How to See
- d) Lighting Techniques
- e) Depth of Field and Aperture Control
- f) Candid Photography and Capturing the Decisive Moment
- g) Studio Strobe Lighting Techniques

Reference :

- 1.Title: The Designers Guide to Color Combinations: 500+ Historic and Modern Color Formulas in CMYK*Author: Leslie Cabarga.Publisher: North Light Books (2003)
- 2.Title: Living Colors: A Definitive Guide to Color Palettes Through the Ages. Author: Margaret Walch. Publisher: Chronicle Books (1995)

Paper –III: POST PROCESSING

50 hrs

- a) Learning Adobe Photoshop and Light room
- b) Tones and Contrast
- c) Sharpening and Details
- d) Photoshop Techniques
- e) Image Stacking and Multiple Exposures
- f) Photo Stitching and Digital Panoramas
- g) Specialty Techniques

B) Practical

300hrs

- A) Fashion Photography**
- B) Product Photography**
- C) Advertisement photography?**
- D) Promotional photography?**
- E) Editorial photography?**
- F) Corporate photography?**

C) Project Work

- 1) Corporate Photography**
- 2) Interior Photography**
- 3) Fashion Photography**