BHARATI VIDYAPEETH
(DEEMED TO BE UNIVERSITY), PUNE

Faculty of Arts
B.A. Commercial Photography
New Syllabus

BHARATI VIDYAPEETH (DEEMED TO BE) UNIVERSITY, PUNE (INDIA)

BVDU YASHWANTRAO MOHITE COLLEGE OF ARTS, SCIENCE & COMMERCE

(Department of Photography) Pune-43.

Under the Faculty of Arts,

Detailed Course Syllabus

Bachelor of Art
Commercial Photography
(CBCS 2018 COURSE)

1. Program Objectives

PO1: Technical Proficiency & Creative Vision: Master technical skills in photography and moving images, showcasing a strong creative vision.

PO2: Diverse Portfolio & Industry Adaptability: Create a broad portfolio reflecting industry trends, client needs, and adaptability to emerging concepts.

PO3: Industry Knowledge & Collaboration: Learn industry practices and collaborate effectively in projects.

PO4: Professional Growth & Entrepreneurship: Develop professionally, embracing entrepreneurship and marketing strategies for a sustainable career.

PO5: Research, Innovation & Cultural Integration: Innovate techniques, contribute to evolving practices, and integrate sustainability and culture into storytelling.

2. Scheme of credits of B.A. Program:

The B.A. (Commercial Photography) programme will be of three years duration consisting of six semesters and of minimum 147 Credits: Semester I (24Credits), Semester II (25 Credits), Semester III (25 Credits), and Semester IV (25Credits) Semester V (24 Credits), and Semester VI (24 Credits). All 36 Courses papers will have 100 marks each out of which 40 marks will be for Internal Assessment and 60 marks for University Examination. Thus B.A. degree examination, six Semesters shall be of 3600 marks and of 146 credits altogether.

Year	Semester	Credits	Total
1	Semester I	24	49
	Semester II	25	
2	Semester III	25	50
	Semester IV	25	
3	Semester V	24	48
	Semester VI	24	

3. Syllabus - abbreviation

(T) After the subject name indicates Theory
(P) After the subject name indicates Practical
(IA) Internal Assessment
(UE) University Examination
(ID) Interdisciplinary

F.Y.B.A. (Commercial Photography) Semester I

Subject Type	Course Code	Title of Paper	Hrs/ Week	Credits	Exam Hrs	Maximum Marks			ID
						IA	UE	Total	
Core Course	20264	General English 1 (T)	3	3	3	0	100	100	Yes
Core Course	20265	History of Art (T)	3	3	2.5	40	60	100	Yes
Core Course	20266	Foundation of Art and Design (P)	10	5	6	40	60	100	Yes
Core Course	20267	History of Photography (T)	3	3	2.5	40	60	100	Yes
Core Course	20268	Equipment and Processes (P)	10	5	6	40	60	100	-
Core Course	20269	Fundamentals of Photography (P)	10	5	6	40	60	100	-

Course Title: General English – 1

Course Description:
This course integrates the study of the English language with a focus on "Annie Leibovitz at Work" as a reference text. Students will explore language elements, comprehension, and communication skills, using the book as a tool to enhance their English proficiency through group discussions, presentations, and writing assignments.

Course Objectives:

- To develop language skills (reading, writing, listening, and speaking) in English.
- To improve comprehension and critical thinking abilities through the study of "Annie Leibovitz at Work."
- To engage in effective communication through discussions, presentations, and writing tasks.

Course Outcomes:
CO 1: Demonstrate improved language proficiency in English.

CO 2: Analyze and interpret content from "Annie Leibovitz at Work" within an English language context.

CO 3: Communicate effectively through written and oral tasks.

Course Outline:

Unit I: Language Fundamentals
- Lesson 1: Introduction to English Language Elements (Grammar, Vocabulary)
- Lesson 2: Reading Comprehension Strategies and Skills
- Lesson 3: Writing Skills: Structuring Sentences and Paragraphs
- Lesson 4: Listening and Speaking: Effective Communication Techniques

Unit II: Exploring "Annie Leibovitz at Work"
- Lesson 5: Introduction to "Annie Leibovitz at Work": Themes and Concepts
- Lesson 6: Language Analysis: Exploring Descriptive Language in the Book
- Lesson 7: Comprehension Tasks: Extracting Information and Inferences
- Lesson 8: Writing Assignments and Responses based on Book Chapters

Unit III: Language Application and Integration
- Lesson 9: Vocabulary Expansion: Words and Phrases from the Book
- Lesson 10: Discussions on Themes and Ideas from "Annie Leibovitz at Work"
- Lesson 11: Presentations: Expressing Personal Insights and Opinions
- Lesson 12: Language Review and Recap: Key Language Aspects Explored

Unit IV: English Language Proficiency Assessment
- Lesson 13: Assessment: Writing Task based on Book Content
- Lesson 14: Oral Presentation: Summarizing and Analyzing Book Themes
- Lesson 15: Final Assessment and Reflections on Language Progress

Recommended Reading/Resources:
- "English Grammar in Use" by Raymond Murphy
- "The Oxford English Grammar" by Sidney Greenbaum
- "The Complete Guide to English Spelling Rules" by John J. Fulford

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Course Title: History of Art (T)

Course Description:
This course provides an overview of significant art movements, including Renaissance art, Dutch Still Life painting, Impressionism, 20th-century art movements, and their influence on photography. Through group discussions, debates, quizzes, presentations, and research papers, students will explore the connections between these art movements and photography.

Course Objectives:
- To introduce students to major art movements and their characteristics.
- To analyze the influence of art movements on photography.
- To encourage critical thinking and discussion through various classroom activities.

Course Outcomes:
CO 1: Identify and describe key characteristics of Renaissance art, Dutch Still Life painting, Impressionism, and 20th-century art movements.
CO 2: Analyze the relationship between various art movements and the evolution of

photography.
CO 3: Engage in effective discussions, debates, and presentations on art history topics.

Course Outline:

Unit I: Introduction to Renaissance Art and Portraiture
- Lesson 1: Overview of Renaissance Art: Themes and Techniques
- Lesson 2: Renaissance Portraiture: Understanding Representation
- Lesson 3: Use of Light in Renaissance Art and Its Significance
- Lesson 4: Renaissance Painters and Their Contributions

Unit II: Dutch Still Life Painting and Art Elements
- Lesson 5: Introduction to Dutch Still Life Painting: Themes and Symbolism
- Lesson 6: Understanding Form, Shape, and Texture in Dutch Still Life
- Lesson 7: Analysis of Light and Composition in Dutch Still Life

Unit III: Impressionism and Its Link to Pictorialism in Photography
- Lesson 8: Exploration of Impressionism: Techniques and Characteristics
- Lesson 9: Impressionist Artists and Their Practices
- Lesson 10: Comparing Impressionism with Pictorialism in Photography

Unit IV: 20th-Century Art Movements and Photography
- Lesson 11: Influence of Cubism, Dadaism, and Surrealism on Photography
- Lesson 12: Abstract Expressionism and Its Impact on Visual Arts
- Lesson 13: Pop Art and Its Relation to Mass Media and Photography
- Lesson 14: Modernism, Postmodernism, and Their Reflection in Photography

Unit V: Light and Space Movement, Contemporary Art, and Photography's Role
- Lesson 15: Exploring Light and Space Movement: Interactions with Photography
- Lesson 16: Contemporary Art Movements and Photography's Evolution
- Lesson 17: Role of Photography in Contemporary Art Practices

Unit VI: Interactive Activities and Assessments
- Group Discussions, Debates, Quizzes, Class Presentations, Research Papers

Recommended Reading/Resources:
- The Story of Art by E.H. Gombrich
- "History of Modern Art" by H.H. Arnason and Elizabeth C. Mansfield

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Course Title: Foundation of Art and Design (P)

Course Description:
This course aims to introduce students to the fundamentals of art and design by emphasizing observation skills, practical assignments, artist exploration, and photography techniques. Through field walks, documentary screenings, discussions, craft assignments, research presentations, and hands-on activities, students will develop a foundational understanding of art and design concepts.

Course Objectives:
- To develop observational skills through sketching and photography assignments.
- To explore the aesthetics of light, shadows, and structures in a real-world setting.
- To engage with artistic works, analyze artists' styles, and apply learnings to practical assignments.
- To introduce various photography techniques and hands-on practice sessions.

Course Outcomes:
CO 1: Demonstrate improved observational skills through sketching and photography assignments.
CO 2: Analyze and interpret the aesthetics of light, shadows, and architectural structures.
CO 3: Apply learning from artists such as Henri Matisse to craft assignments.
CO 4: Demonstrate proficiency in photography techniques like light painting and slow shutter effects.

Course Outline:

Unit I: Introduction to Observation and Sketching
- Lesson 1: Importance of Observation in Art and Design
- Lesson 2: Sketching Assignments: Campus and Surroundings
- Lesson 3: Feedback and Review of Sketching Assignments

Unit II: Field Walks and Photography
- Lesson 4: Field Walks in Sadashiv Peth: Capturing Old House Structures
- Lesson 5: Photography of Light and Shadow Aesthetics
- Lesson 6: Documentary Screening on PLATON and Class Discussion

Unit III: Craft Assignment and Artist Exploration
- Lesson 7: Craft Assignment Inspired by Henri Matisse's Works
- Lesson 8: Research and Presentation on Similar Artists
- Lesson 9: City Walk for Surface Exploration and Abstract Photography

Unit IV: Photography Techniques and Practice
- Lesson 10: Introduction to Light Painting and Slow Shutter Effects
- Lesson 11: Hands-On Practice Sessions with Photography Techniques
- Lesson 12: Revision and Feedback Sessions

Recommended Reading/Resources:
- "Drawing on the Right Side of the Brain" by Betty Edwards

- "The Elements of Design" by Gail Greet Hannah
- "The Photographer's Eye: Composition and Design for Better Digital Photos" by Michael Freeman
- "Light Science & Magic: An Introduction to Photographic Lighting" by Fil Hunter, Steven Biver, and Paul Fuqua
- "Henri Matisse: The Cut-Outs" by Karl Buchberg, Nicholas Cullinan, and Jodi Hauptman

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Course Title: History of Photography (T)

Course Description:
This course provides an in-depth exploration of the history of photography, including the evolution of cameras, photographic processes, movements in photography, and its development in different regions such as America, Europe, and India. Students will engage in practical activities, assignments, group discussions, and presentations on the covered topics throughout the semester.

Course Objectives:
- To examine the historical evolution of cameras and photographic processes.
- To analyze the impact of photography movements and developments in different regions.
- To explore the history of photography in various contexts, including commercial, fashion, and cultural aspects.

Course Outcomes:
CO 1: Demonstrate understanding of the evolution of cameras and photographic processes.
CO 2: Analyze the significance of photography movements and their contributions.
CO 3: Evaluate the historical context and contributions of photography in different cultural settings.

Course Outline:

Unit I: Evolution of Cameras and Photographic Processes
- Lesson 1: History of Cameras: Evolution and Diverse Types
- Lesson 2: Evolution of Photographic Processes: Daguerreotype, Calotype, Wet-Plate Collodion, Tintype
- Lesson 3: Alternative Processes, Photograms, Recording Mediums, Film, and Digital Media

Unit II: Hands-On Activities: Camera Obscura and Pinhole Camera
- Lesson 4: Building a Camera Obscura: Understanding Optics
- Lesson 5: Creating a Pinhole Camera: Practical Application

Unit III: Photography Movements
- Lesson 6: Pictorialism and the f/64 Group: Exploring Photographic Movements

- Lesson 7: Photography in America in the 20th Century
- Lesson 8: Photography in Europe in the 20th Century

Unit IV: Photography in India
- Lesson 9: Introduction to Photography in Colonial India
- Lesson 10: British Photographers in India: Contributions and Perspectives
- Lesson 11: Indian Photographers of Prominence

Unit V: History of Commercial Photography and Fashion Photography
- Lesson 12: Evolution of Advertising and Commercial Photography
- Lesson 13: History and Evolution of Fashion Photography

Unit VI: Assignments, Group Discussions, and Presentations
- Lesson 14-15: Assignments and Practical Exercises on Course Topics
- Lesson 16-17: Group Discussions and Debates on Covered Topics
- Lesson 18: Student Presentations on Researched Topics

Recommended Reading/Resources:
- "The History of Photography: From 1839 to the Present" by Beaumont Newhall
- "Camera: A History of Photography from Daguerreotype to Digital" by Todd Gustavson
- "The Photographic Image in Digital Culture" by Martin Lister

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Course Title: Equipment and Processes (P)

Course Description:
This course introduces students to a range of photography and lighting equipment, including cameras, lenses, accessories, and studio gear. Students will learn how to operate, maintain, and safely use these tools, gaining hands-on experience to become proficient and comfortable with the equipment.

Course Objectives:
- To understand the properties of natural light and its creative applications in people photography.
- To master the use of portable lighting equipment, particularly flash, and its integration with natural light for versatile photography.
- To develop the skills needed for capturing Behind the scenes and events in various lighting conditions.

Course Outcomes:
CO 1: Proficient Handling and Comprehensive Knowledge of Photography Equipment for Effective Photography
CO 2: Implementation of Proper Maintenance and Repair Practices for Longevity and Functionality of Gear

CO 3: Adherence to Safety Protocols for Risk-Free Studio Operations and Practical Experience with Diverse Equipment for Adaptability in Photography Settings

Course Outline:

Unit I: Introduction to Photography Equipment and Processes
- Lesson 1: Overview of Cameras, Lenses, Lighting Equipment, and Accessories
- Lesson 2: Introduction to the Institute's Equipment Inventory
- Lesson 3: Understanding the Equipment Issuing Process
- Lesson 4: Rules, General Instructions, and Code of Conduct

Unit III: Cameras, Lenses, and Accessories
- Lesson 5: Understanding Different Types of Cameras and Their Applications
- Lesson 6: Exploring the World of Lenses and Their Diverse Uses
- Lesson 7: Investigating the Roles of Essential Photography Accessories

Unit IV: Lighting Equipment
- Lesson 8: Comprehensive Overview of Various Lighting Equipment, Including Continuous Lights and Strobes
- Lesson 9: Hands-On Studio Setup Sessions Using a Variety of Gears and Accessories

Unit V: Equipment Handling and Safety
- Lesson 10: Proper Handling and Care of Photography Gear
- Lesson 11: Safety Measures, Protocols, and Best Practices for Studio Work

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Course Title: Fundamentals of Photography (P)

Course Description:
This course aims to provide a comprehensive understanding of photography fundamentals, covering topics such as camera handling, basic settings, exposure triangle, metering modes, image formats, lenses, advanced camera functions, and creative techniques. Practical demonstrations, hands-on activities, and discussions will enhance students' proficiency in using various camera features.

Course Objectives:
- To familiarize students with different types of cameras and their features.
- To explain fundamental camera settings and their functions.
- To demonstrate advanced concepts like exposure triangle, metering modes, lenses, and creative camera techniques.

Course Outcomes:
CO 1: Demonstrate proper handling and understanding of various types of cameras.
CO 2: Apply knowledge of basic and advanced camera settings effectively.
CO 3: Employ creative techniques to enhance photographic compositions.

Course Outline:

Unit I: Understanding Your Camera
- Lesson 1: Proper Camera Handling: Posture, Balance, and Grip
- Lesson 2: Exploring Features and Functions of the Camera

Unit II: Types of Cameras and Research on Old Cameras
- Lesson 3: Overview of Camera Types: DSLR, Mirrorless, Compact, etc.
- Lesson 4: Research on Historical Cameras and Their Significance

Unit III: Basic Camera Settings and Exposure Triangle
- Lesson 5: Understanding Basic Camera Settings: ISO, Aperture, Shutter Speed
- Lesson 6: Demonstration of Exposure Triangle: Aperture, ISO, Shutter Speed

Unit IV: Camera Modes, Metering, and Image Formats
- Lesson 7: Exploring Camera Modes: Program, AV, TV, Manual Focus, Auto Focus
- Lesson 8: Introduction to Metering Modes and Their Uses
- Lesson 9: Understanding Histogram, Image Formats (RAW, JPEG, TIFF), and White Balance

Unit V: Lenses and Lensing Techniques
- Lesson 10: Introduction to Various Types of Lenses and Lensing
- Lesson 11: Hands-On Use of Different Lenses: Wide-Angle to Telephoto

Unit VI: Advanced Camera Functions and Creative Techniques
- Lesson 12: Understanding AE Lock and Sensor Sizes
- Lesson 13: Explaining Depth of Field, Dynamic Range, and Use of Grey Card
- Lesson 14: Introduction to Light Types and Their Effects on Exposure
- Lesson 15: Exploring Distortion Types and Creative Camera Movements

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F.Y.B.A. (Commercial Photography) Semester II

Subject Type	Course Code	Title of Paper	Hrs/ Week	Credits	Exam Hrs	Maximum Marks			ID
						IA	UE	Total	
Core Course	20270	General English 2 (T)	3	3	3	0	100	100	Yes
Core Course	20271	History of Cinema (T)	3	3	2.5	40	60	100	Yes
Core Course	20272	Elements and Principles of Design in Photography (T)	3	3	2.5	40	60	100	Yes
Core Course	20273	Principles of Lighting 1 (P)	8	4	6	40	60	100	Yes
Core	20274	People and	8	4	6	40	60	100	-

Course		Portraiture 1 (P)							
Core Course	20275	Still Life Products 1 (P)	8	4	6	40	60	100	-
Core Course	20276	Basics of Post Production (P)	8	4	6	40	60	100	-

Course Title: General English 2 (T)

Course Description:
This course is a continuation of General English 1, further exploring the book "Annie Leibovitz at Work" from the chapter 'Dance' till the end. The course combines language learning with a focus on the book's content, incorporating group discussions, presentations, writing assignments, and language skill development.

Course Objectives:
- To analyze the English language within the context of "Annie Leibovitz at Work."
- To improve language proficiency through book-related activities and discussions.
- To strengthen language skills in writing, speaking, reading, and comprehension.

Course Outcomes:
CO 1: Demonstrate a deeper understanding of the English language within the context of the covered book chapters.
CO 2: Engage actively in discussions, presentations, and writing tasks related to the book's content.
CO 3: Improve language skills through book-based language exercises and assignments.

Course Outline:

Unit I: Language Analysis of Book Chapters
- Lesson 1: Vocabulary Expansion: Key Terms and Phrases from the Chapters
- Lesson 2: Reading Comprehension: Detailed Analysis of Chapters
- Lesson 3: Grammar Focus: Sentence Structure and Language Usage in the Book
Unit II: Discussion and Presentation Skills
- Lesson 4: Group Discussions on Themes and Concepts in Chapters
- Lesson 5: Oral Presentations: Sharing Insights and Opinions on Book Content
- Lesson 6: Peer Review and Feedback Sessions on Presentations

Unit III: Writing Assignments and Language Application
- Lesson 7: Writing Tasks: Reflective Essays or Analytical Papers on Book Chapters
- Lesson 8: Language Exercises: Grammar Drills and Language Enhancement Activities
- Lesson 9: Summative Writing Task: Expressing Personal Interpretations of Book Themes

Unit IV: Integration and Language Proficiency Enhancement
- Lesson 10: Language Review: Recap and Consolidation of Language Concepts
- Lesson 11: Integration of Language Skills with Book Content in Practical Situations

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Course Title: History of Cinema

Course Description:
This course offers a comprehensive exploration of the evolution of cinema, covering its origins, technological advancements, film techniques, genres, and a study of influential films across different periods and regions.

Course Objectives:
- To understand the historical development and technological advancements in cinema.
- To analyze the language of film, including technical elements and film genres.
- To explore the cultural and social significance of cinema through screenings and discussions.

Course Outcomes:
CO 1: Demonstrate knowledge of the historical evolution of cinema from its origins to modern times.
CO 2: Analyze and critique films from various genres and cultural backgrounds.
CO 3: Evaluate the impact of cinema on society and culture in different contexts.

Course Outline:

Unit I: Early Cinema and Silent Era (1885 – 1930)
- Lesson 1: Introduction to the Structure of Cinema and Departments
- Lesson 2: Pioneers of Early Cinema: Chaplin, Phalke, Edison, Lumiere Brothers
- Lesson 3: Evolution from Silent Era to Sound: DW Griffith, History of Kodak, Sound in Films

Unit II: Technical Aspects and Hollywood Studio System
- Lesson 4: Basics of Camera: Shutter Angle, Aperture, Film vs. Digital, Formats
- Lesson 5: Understanding Script and Screenplay: Original and Adapted Screenplay
- Lesson 6: Shot Division, Camera Movements, Film Editing

Unit III: Language and Grammar of Film
- Lesson 7: How to Read a Film: Understanding Film Grammar and Narrative Styles
- Lesson 8: Genres of Cinema: Musical, Western, Crime, Thriller, Science Fiction

- Lesson 9: Studying Classic Films and World Cinema by Regions and Genres

Unit IV: Indian Cinema and Screening Assignments
- Lesson 10: Evolution of Indian Cinema: Hindi and Regional Films, Directors, Modern Indian Cinema
- Lesson 11: Screening of Selected Films with Assignments, Research, and Analysis

Film Screenings:
- City Lights (Charlie Chaplin)
- Excerpts from Birth of a Nation, Man with a Movie Camera
- M (1931)
- Citizen Kane
- Seven Samurai (1954)
- Bonnie and Clyde (1967)
- Breathless (1960)
- Run Lola Run (German) (Thriller)
- Cinema Paradiso, Bicycle Thieves (1948),
- Lord of the Rings, 2001: A Space Odyssey
- Children of Heaven (Iran) (1997)
- Pyaasa (1957)
- Pather Panchali (1955)
- Jaane Bhi Do Yaaron (1983)
- Bombay (1995)

Recommended Reading/Resources:
- "Film History: An Introduction" by Kristin Thompson and David Bordwell
- "The Oxford History of World Cinema" edited by Geoffrey Nowell-Smith
- "Understanding Movies" by Louis Giannetti
- "A Short History of Film" by Wheeler Winston Dixon and Gwendolyn Audrey Foster

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Course Title: Elements & Principles of Design in Photography

Course Description:
This course introduces students to the fundamental elements and principles of design in photography. It covers various aspects such as line, shape, form, color, value, texture, composition, and their application in different genres of photography.

Course Objectives:
- To understand the elements and principles of design in photography.
- To apply design fundamentals to create compelling photographic compositions.
- To explore color theory and its application in photography.

Course Outcomes:
CO 1: Demonstrate an understanding of design elements (line, shape, form, etc.) in

photography.
CO 2: Apply principles of design (balance, rhythm, contrast, etc.) to create visually engaging photographs.
CO 3: Analyze and critique photographic compositions based on design principles.

Course Outline:
Unit I: Fundamentals of Design in Photography
- Lesson 1: Introduction to Elements of Art and Design
- Lesson 2: Study of Lines: Horizontal, Vertical, Curvilinear, and Diagonal
- Lesson 3: Understanding Shape: Organic and Geometric Shapes
- Lesson 4: Exploring Form and Representing Three-Dimensional Form
- Lesson 5: Introduction to Value, Color, Texture, Scale, Size, and Proportion

Unit II: Principles of Design and Composition
- Lesson 6: Introduction to Principles of Design: Rhythm, Harmony, Balance, Symmetry, Contrast
- Lesson 7: Composition in Photography: Rules and Approaches for Better Photos
- Lesson 8: Organizing Space and Time in Photographic Compositions

Unit III: Application of Design Principles in Photography
- Lesson 9: Applying Composition Fundamentals to Different Genres of Photography
- Lesson 10: Color Theory Basics: Primary, Secondary Colors, Color Wheel
- Lesson 11: Application of Color Theory in Photography and Film, Color Schemes/Harmonies

Unit IV: Advanced Composition Techniques and Practical Applications
- Lesson 12: Advanced Composition Techniques: Creative Use of Elements and Principles
- Lesson 13: Critique and Analysis of Photographs Based on Design Principles
- Lesson 14: Final Project: Creating a Photographic Portfolio Based on Design Principles

Recommended Reading/Resources:

- The Photographer's Eye by Michael Freeman
- The Art of Photography by Bruce Barnbaum
- Design Basics Photography: The Joy of Composition" by David L. Strickland
- The Photographer's Guide to Composition" by Richard D. Zakia and David Page
- The Elements of Photography by Angela Faris Belt

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Course Title: Principles of Lighting 1

Course Description:
This course provides an in-depth understanding of lighting principles in photography, covering natural light, artificial light sources, flash photography, and the use of various modifiers. Students will learn about different types of lighting, their qualities, and

techniques to create effective and creative images.

Course Objectives:
- To understand the science and principles of light in photography.
- To explore various lighting sources and modifiers.
- To apply lighting techniques effectively in photography.

Course Outcomes:
CO 1: Demonstrate understanding of natural and artificial lighting sources.
CO 2: Apply various lighting techniques using modifiers and different light sources.
CO 3: Create visually engaging photographs by utilizing lighting principles effectively.

Course Outline:

Unit I: Understanding Light and Natural Light Observation
- Lesson 1: Introduction to Light: Science Behind Light and How Photographers Perceive It
- Lesson 2: Observing Different Conditions and Densities of Daylight: Indoors and Outdoors
- Lesson 3: Utilizing Natural Light: Use of Cardinal Directions and Demo with Window Light
- Lesson 4: Managing Contrasty Light on Subjects: Basic Use of Cutters and Reflectors

Unit II: Reflectors, Flash Photography, and Flash Techniques
- Lesson 5: Use of Reflectors: Field Application and Observing Light Reflections
- Lesson 6: Introduction to Flash Photography: History, Evolution, and Types of Flash
- Lesson 7: Understanding Pop-up Flash and Dedicated Flash: iTTL Mode and Flash Exposure Compensation
- Lesson 8: Exploring Flash Modes: 1st and 2nd Curtain, High-Speed Sync (HSS/AFP), Multiple Flash Usage

Unit III: Studio Lights, Modifiers, and Light Behavior
- Lesson 9: Introduction to Studio Lights, Modifiers, and Diffusers: Behavior and Light Modification
- Lesson 10: Quality and Quantity of Light: Brightness, Color, Contrast, Shadows, and Softness
- Lesson 11: Inverse Square Law and Exercise with Modifiers: Understanding Light Gradation

Unit IV: Creative Applications of Continuous Light Sources
- Lesson 12: Using Continuous Light Sources for Creative Image Making
- Lesson 13: Practical Sessions and Projects: Implementing Various Lighting Techniques

Recommended Reading/Resources:
- "Light: Science and Magic: An Introduction to Photographic Lighting" by Fil Hunter, Steven Biver, and Paul Fuqua
- "The Hot Shoe Diaries: Big Light from Small Flashes" by Joe McNally

- "Speedliter's Handbook: Learning to Craft Light with Canon Speedlites" by Syl Arena
- "Studio Lighting Techniques for Photography: Tricks of the Trade for Professional Digital Photographers" by Tony Corbell and Barry Staver.

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Course Title: Basic Post Production

Course Description:
This course introduces students to Adobe Lightroom CC, focusing on its interface, tools, image sorting, editing techniques, and a hands-on approach to editing photographs.

Course Objectives:
- To familiarize students with the Lightroom CC interface and its key features.
- To teach various image editing tools and techniques available in Lightroom CC.
- To guide students through the process of editing images effectively.

Course Outcomes:
CO 1: Understand the layout and functionality of Lightroom CC.
CO 2: Apply various editing tools and techniques in Lightroom CC.
CO 3: Edit and enhance images effectively using Lightroom CC.

Course Outline:

Unit I: Introduction to Lightroom CC Interface
- Lesson 1: Overview of Lightroom CC: Introduction to Modules and Workspace
- Lesson 2: Demonstration of Various Modules: Library, Develop, Map, Book, etc.

Unit II: Image Sorting and Selection
- Lesson 3: Understanding Image Sorting Methods: Flags, Ratings, Keywords, etc.
- Lesson 4: Tools for Image Selection: Utilizing Filters, Collections, and Smart Previews

Unit III: Editing Tools and Techniques
- Lesson 5: Introduction to Editing Tools: Crop, Exposure, White Balance, etc.
- Lesson 6: Advanced Editing Tools: Adjustment Brush, Graduated Filter, Radial Filter
- Lesson 7: Choosing the Right Tool: Demonstration to Achieve Desired Effects

Unit IV: Practical Application and Assignments
- Lesson 8: Primary Assignment: Editing Portrait Images Using Various Tools
- Lesson 9: Full Seamless Editing Process: Editing Images of Various Content
- Lesson 10: Final Project: Creation and Presentation of Edited Images

Recommended Reading/Resources:
- "The Adobe Photoshop Lightroom Classic CC Book for Digital Photographers" by Scott Kelby
- "Adobe Lightroom CC and Photoshop CC for Photographers Classroom in a Book" by

Rafael Concepcion
- "Lightroom CC Complete Training: Learn the Entire Photographers Workflow in the New Lightroom CC" by Serge Ramelli

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Course Title: People and Portraiture 1

Course Description:
This course delves into the world of portraiture, exploring the work of renowned photographers and drawing inspiration from both painters and photographers. It covers various genres of photography, including people photography, self-portraiture, street photography, and documentary photography.

Course Objectives:
- To understand the significance of art movements and painters in photography.
- To explore different genres of portrait photography and the work of influential photographers.
- To develop practical skills in portraiture through shooting assignments and intensive review sessions.

Course Outcomes:

CO 1: Analyze and draw inspiration from painters and art movements for photography.
CO 2: Understand the work and styles of various photographers in different genres of portraiture.
CO 3: Apply learned techniques in practical shooting assignments and receive constructive feedback.

Course Outline:

Unit I: Understanding Influence from Painters and Art Movements
- Lesson 1: Discussion on Painters and Art Movements: Research, Debates, Drawing Inspiration
- Lesson 2: Shooting Exercise: Applying Insights from Painters in Class

Unit II: Understanding Light and Portraiture Techniques
- Lesson 3: Understanding Hard and Soft Light on Subjects: Practical Demonstrations
- Lesson 4: Practical Exercises: Exploring Light Techniques in Portraiture

Unit III: In-depth Study of Photographers and Genres
- Lesson 5: People Photography and Social Reform: Analysis of Work and Assignments
- Lesson 6: Self-Portraiture: Detailed Study of Photographers and Creative Assignments
- Lesson 7: Identity and Self in Photography: Analysis and Creative Projects
- Lesson 8: Street and Documentary Photography: Photographer's Work Analysis and

Assignments
- Lesson 9: War and Conflict Photography: Understanding the Work and Shooting Assignments

Unit IV: Shooting Assignments and Review Sessions
- Lesson 10: Intensive Review Sessions: Feedback on Shooting Assignments
- Lesson 11: Final Projects: Portfolio Presentation and Critique

Recommended Reading/Resources:
- "The Americans" by Robert Frank
- "Street Photography Now" by Sophie Howarth and Stephen McLaren
- "Diane Arbus: An Aperture Monograph" by Diane Arbus
- "War Photographer: James Nachtwey" by Christian Frei (Documentary)

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Course Title: Still Life & Products 1

Course Description:
This course delves into the artistic and technical aspects of still life photography and product photography. It explores the history of still life in paintings and photographs, understanding shapes, forms, light, textures, and the work of influential photographers.

Course Objectives:
- To understand the history and evolution of still life in art and photography.
- To explore lighting, composition, and arrangement techniques in still life and product photography.
- To analyze the work of influential photographers and apply their techniques in assignments.

Course Outcomes:

CO 1: Understand the significance of still life in art and photography.
CO 2: Apply various lighting and composition techniques in still life and product photography.
CO 3: Create compelling and creative still life and product images inspired by historical and contemporary photographers.

Course Outline:

Unit I: History and Research on Still Life in Art and Photography
- Lesson 1: Understanding the History of Still Life in Paintings and Photography
- Lesson 2: Research and Presentations on Influential Painters and Photographers

Unit II: Shapes, Forms, and Use of Light
- Lesson 3: Demonstration and Practice on Shapes and Forms in Still Life

- Lesson 4: Understanding the Use of Light and Its Effect on Textures
- Lesson 5: Object Placement and Backgrounds: Creating Compositions in Still Life

Unit III: Study of Influential Still Life Photographers
- Lesson 6: Detailed Study of Photographers' Work: Analysis and Assignments
- Lesson 7: Assignments Inspired by Renowned Still Life Photographers

Unit IV: Techniques and Practical Applications
- Lesson 8: Assignment Themes: Found Objects, Time as a Metaphor, etc.
- Lesson 9: Circle of Light / Square of Light: Using Various Light Sources and Modifiers
- Lesson 10: Practical Sessions: Implementing Techniques Learned

Recommended Reading/Resources:
- "Edward Weston: Masters of Photography" by Edward Weston
- "Irving Penn: Centennial" by Maria Morris Hambourg and Jeff L. Rosenheim
- "Still Life Photography: The Complete Guide" by Steve Bavister
- "Product and Commercial Photography: A Step by Step Guide" by Bruce Smith

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S.Y.B.A (Commercial Photography) Semester III

Subject Type	Course Code	Title of Paper	Hrs/ Week	Credits	Exam Hrs	Maximum Marks			ID
						IA	UE	Total	
Core Course	20845	English-Creative Writing (T)	3	3	3	0	100	100	Yes
Core Course	20846	History of Fashion (T)	3	3	2.5	40	60	100	Yes
Core Course	20847	Visual Storytelling (T+P)	8	4	6	40	60	100	Yes
Core Course	20848	Principles of Lighting 2 (P)	10	5	6	40	60	100	Yes
Core Course	20849	People and Portraiture 2 (P)	10	5	6	40	60	100	-
Core Course	20850	Fashion Photography 1 (P)	10	5	6	40	60	100	-

Course Title: English - Creative Writing

Course Description:
This course introduces students to the various forms and techniques of creative writing, encompassing creative nonfiction, fiction, writing about photographs, and photo essays. It provides guidelines and practice assignments to explore different creative writing styles.

Course Objectives:
- To introduce students to the different types and techniques of creative writing.
- To develop practical skills in writing creative nonfiction and fiction.
- To understand the nuances of writing about photographs and creating photo essays.

Course Outcomes:

CO 1: Understand the different types of creative writing and their respective techniques.
CO 2: Apply creative writing techniques in crafting fiction, nonfiction, and photo essays.
CO 3: Demonstrate the ability to write creatively using standard formats and guidelines.

Course Outline:

Unit I: Introduction to Creative Writing and Types
- Lesson 1: Introduction to Creative Writing: Overview and Importance
- Lesson 2: Exploring Four Types of Creative Writing
- Lesson 3: Assignment: Writing Exercise for Four Types of Creative Writing

Unit II: Techniques and Forms of Creative Writing
- Lesson 4: Writing About a Photograph: Techniques and Approaches
- Lesson 5: Understanding and Crafting Photo Essays
- Lesson 6: Exploring Creative Nonfiction: Techniques and Examples

- Lesson 7: Crafting Creative Fiction: Elements and Structure

Unit III: Figures of Speech and Writing Guidelines
- Lesson 8: Understanding Figures of Speech in Creative Writing
- Lesson 9: Standard Formats and Guidelines in Creative Writing
- Lesson 10: Assignment Presentation: Photo Essay with Standard Formats (10 Photos)

Recommended Reading/Resources:
- "The Art of Creative Writing" by Lajos Egri
- "On Writing: A Memoir of the Craft" by Stephen King
- "The Elements of Style" by William Strunk Jr. and E.B. White
- "The Writing Life: Writers on How They Think and Work" by Marie Arana

*****

Course Title: History of Fashion

Course Description:
This course explores the evolution of fashion, cultural influences, significant trends, and the impact of the fashion industry through different eras. It covers historical perspectives, influential designers, key fashion cities, and the future of fashion.

Course Objectives:
- To understand the historical evolution of fashion from ancient times to the present.
- To explore the influence of culture, key fashion cities, and influential designers.
- To analyze the future trends and changes in the fashion industry.

Course Outcomes:
CO 1: Demonstrate knowledge of the historical development of fashion and its cultural significance.
CO 2: Identify key fashion designers and their impact on different decades.
CO 3: Analyze the evolution and future trends of the fashion industry.

Course Outline:

Unit I: Introduction to Fashion and Cultural Influence
- Lesson 1: Understanding Culture and Fashion: Cultural Iceberg and Evolution of Fashion
- Lesson 2: Fashion from Ancient Times (Egypt and Persia): Historical Overview and Pre-Assessment
Assignment 1: Research Report on Ancient Fashion (Egypt and Persia) + Feedback

Unit II: Evolution and Major Fashion Cities
- Lesson 3: Introduction to Major Fashion Cities and Fashion Weeks
- Lesson 4: Fashion through Decades (1900s to 1940s): Trends, Designers, Menswear, Style Icons
Assignment 2: Presentation on Key Fashion Designers (1950s to 1980s) - Research and Preparation

Unit III: Decades and Influencers
- Lesson 5: Presentation: Key Fashion Designers (1950s to 1980s)
- Lesson 6: Fashion through Decades (1990s to 2000s): Trends, Designers, Menswear, Style Icons
- Lesson 7: Influencers and Impact: Rise of Social Media Stars
- Lesson 8: The Future of Fashion: Aesthetic Today, Tim Walker Documentary

Assignment 3: Mini Report on Assigned Fashion Designers
Unit IV: Review and Presentation
- Lesson 9: Student Presentation of Fashion Designer Reports
- Lesson 10: Teacher Review and Feedback on Student Reports

Recommended Reading/Resources:
- "The History of Modern Fashion: From 1850" by Daniel James Cole and Nancy Deihl
- "Fashion: The Definitive History of Costume and Style" by DK
- "Fashion: The Whole Story" by Marnie Fogg

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Course Title: Visual Storytelling

Course Description:
This course explores the techniques and principles of visual storytelling across various media forms such as photography, film, graphic design, and advertising. It covers story development, composition, lighting, color, props, body language, storyboarding, post-production, and case studies analysis.

Course Objectives:
- To introduce students to the concept and importance of visual storytelling.
- To develop skills in crafting compelling stories visually using different techniques and media.
- To analyze and understand the application of visual storytelling techniques in various media forms.

Course Outcomes:

CO 1: Understand the principles and techniques of visual storytelling.
CO 2: Apply various methods of story development and visual techniques.
CO 3: Analyze and evaluate visual storytelling in different media forms.

Course Outline:

Unit I: Introduction to Visual Storytelling
- Lesson 1: Overview and Importance of Visual Storytelling Across Media
- Lesson 2: Concept and Techniques of Clear and Compelling Story Development

Unit II: Story Development Techniques

- Lesson 3: Brainstorming: Group Activity for Idea Generation
- Lesson 4: Mind Mapping and Free Association Techniques
- Lesson 5: Research, Inspiration, and Personal Experiences in Story Development

Unit III: Visual Elements in Storytelling
- Lesson 6: Play with Perspectives and Experimentation
- Lesson 7: Composition: Use of Lines, Shapes, and Color for Visual Interest
- Lesson 8: Principles of Lighting and Its Impact on Visual Narrative
- Lesson 9: Utilizing Color Theory and Color Grading in Storytelling
- Lesson 10: Props, Sets, Gesture, and Body Language in Storytelling

Unit IV: Visual Storytelling Techniques
- Lesson 11: Storyboarding: Creating a Visual Plan for Narratives
- Lesson 12: Post-production: Image Editing and Enhancements for Visual Impact
- Lesson 13: Case Studies and Analysis: Visual Storytelling Across Media Forms

Recommended Reading/Resources:
- "The Visual Story: Creating the Visual Structure of Film, TV and Digital Media" by Bruce Block
- "The Photographer's Eye: Composition and Design for Better Digital Photos" by Michael Freeman
- "Color and Light: A Guide for the Realist Painter" by James Gurney

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Course Title: Principles of Lighting 2

Course Description:
This course delves deeper into the principles of lighting in photography, specifically focusing on advanced techniques using studio lights, modifiers, flash duration, direction of light, multiple lighting setups, and outdoor lighting scenarios.

Course Objectives:
- To explore advanced lighting techniques using studio equipment and modifiers.
- To understand flash duration, direction of light, lighting ratios, and multiple lighting setups.
- To apply advanced lighting principles in outdoor and indoor photography scenarios.

Course Outcomes:
CO 1: Demonstrate proficiency in using various studio lights and modifiers.
CO 2: Understand and apply advanced lighting techniques for different photography scenarios.
CO 3: Develop creative and technically proficient lighting setups for indoor and outdoor photography.

Course Outline:

Unit I: Studio Lighting Techniques
- Lesson 1: Circle of Light Exercise with Elinchrom and Broncolor Modifiers
- Lesson 2: Understanding Flash Duration and its Importance
- Lesson 3: Flash Delay, Slow Shutter for Motion, and Classical Lighting
- Lesson 4: Exploring Types of Studio Light Positions and Lighting Ratios
- Lesson 5: Multiple Lighting Setups and Feathering of Light

Unit II: Advanced Lighting Setups
- Lesson 6: Portraits using One, Two & Three Lights: Demonstrations
- Lesson 7: Low-Key, High-Key Lighting, and Deconstructing Lighting Exercises
- Lesson 8: Catch Light Patterns and Time-Based Lighting Creation
- Lesson 9: Location Lighting: Indoor and Outdoor Setups

Unit III: Outdoor Lighting Techniques
- Lesson 10: Utilizing Natural Light for Outdoor Portraits
- Lesson 11: Outdoor Lighting with Studio Lights and Lighting an Indoor Location
- Lesson 12: Light-Tent Exercise for Outdoor Portraits

*****

Course Title: People and Portraiture 2

Course Description:
This course delves deeper into the art of portrait photography, emphasizing narrative construction, exploration of renowned photographers' work, practical sessions, and assignments focused on creating evocative and meaningful portraits.

Course Objectives:

- To understand narrative construction and storytelling through portraits.
- To explore the works of renowned photographers and their influence on portrait photography.
- To practice and execute portrait shoots with an emphasis on evocative storytelling.

Course Outcomes:

CO 1: Analyze narrative and emotional aspects in portraits by renowned photographers.
CO 2: Apply learned techniques in capturing evocative portraits.
CO 3: Evaluate and enhance portrait compositions through practical assignments and reviews.

Course Outline:

Unit I: Narrative Construction in Portraits
- Lesson 1: Creating Narrative Climax in Portraits: Study of Philippe Halsman and Richard Avedon's Work
- Lesson 2: Influence of Industrial Revolution on Portrait Photography and Introduction to World Masters

Unit II: Practical Sessions and Assignments

- Lesson 3: Assignment: Observation and Capturing Portraits of Evocative Faces
- Lesson 4: Designing and Executing a Portrait Shoot: Creating Evocative Portraits of an Elderly Gentleman
- Lesson 5: Assignment Review and Feedback: Correcting Mistakes and Enhancing Portraits

Unit III: Practical Applications and Documentary Study
- Lesson 6: Creating Portraits of Faculty: Emulating Philippe Halsman's Style
- Lesson 7: Single Continuous Light Portrait Practical Session
- Lesson 8: Documentary Study: Analysis and Discussion on "Salt of the Earth"

*****

Course Title: Fashion Photography 1

Course Description:
This course introduces fashion photography by exploring different types of fashion shoots, concept development, color theory, photographer and creative director profiling, styling importance, organizing photoshoots, and conducting shoot reviews.

Course Objectives:

- To introduce students to various types of fashion shoots and their distinctive features.
- To develop skills in conceptualization using storyboards, mood boards, and color theory in fashion photography.
- To understand the roles of photographers, creative directors, stylists, and organizers in fashion shoots.

Course Outcomes:

CO 1: Understand different types of fashion shoots and their characteristics.
CO 2: Develop creative and compelling fashion shoot concepts using storyboards and mood boards.
CO 3: Analyze the importance of styling, organization, and conducting effective fashion photoshoots.

Course Outline:

Unit I: Types of Fashion Shoots and Concept Development
- Lesson 1: Understanding Different Types of Fashion Shoots and Concept Development
- Lesson 2: Creating Storyboards and Mood Boards for Fashion Editorials

Unit II: Location Selection and Color Theory
- Lesson 3: Choosing the Right Location for Fashion Shoots and Importance of Color Theory
- Lesson 4: Exploring Color Theory and its Application in Fashion Photography

Unit III: Photographer and Creative Director Profiling
- Lesson 5: Appreciating Works of Renowned Photographers and Creative Directors
- Lesson 6: Further Exploration of Photographer and Creative Director Profiles

Unit IV: Styling and Organizing Photoshoots
- Lesson 7: Importance of Wardrobe Styling, Hiring Specialists, and Creative Direction
- Lesson 8: Organizing Fashion Photoshoots: Requisites, Budgeting, and Delegation

Unit V: Shoot Review and Conclusion
- Lesson 9: Reviewing Editorial Shoots, Written Reports, and Q&A Session

Recommended Materials/Resources:
- Works of Bikramjeet Bose, Irving Penn, Tarun Khiwal, Tyler Mitchell, Grace Coddington, Anaita Shroff Adajania, Mario Testino

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S.Y.B.A. (Commercial Photography) Semester IV

Subject Type	Course Code	Title of Paper	Hrs/ Week	Credits	Exam Hrs	Maximum Marks			ID
						IA	UE	Total	
Core Course	20851	English-Business Applications (T)	3	3	3	0	100	100	Yes
Core Course	20852	History of Architecture (T)	3	3	2.5	40	60	100	Yes
Core Course	20853	Still Life and Products 2 (P)	8	4	6	40	60	100	-
Core Course	20854	Food and Beverage 1 (P)	10	5	6	40	60	100	-
Core Course	20855	Post Production 2 (P)	10	5	6	40	60	100	-
Core Course	20856	Architecture and Spaces 1 (P)	10	5	6	40	60	100	-

Course Title: English-Business Applications

Course Description:
This course is a comprehensive exploration of fundamental principles and practical techniques in effective business communication. Participants will gain a deep understanding of communication objectives, types, and strategies to overcome common barriers.

Course Objectives:

- To Develop a solid understanding of the objectives, types, and common barriers in business communication.
- Hone practical writing skills for business communication, including crafting memorandums and letters tailored for diverse professional contexts.
- Acquire proficiency in handling contemporary communication methods such as texts and emails while adhering to proper netiquette in professional settings.

Course Outcomes:

CO 1: Demonstrate mastery in fundamental communication principles, showcasing the ability to articulate objectives, understand communication types, and overcome barriers effectively.
CO 2: Exhibit proficiency in practical business writing, showcasing the ability to craft clear, concise, and impactful memorandums and letters for various professional scenarios.
CO 3: Showcase adaptable communication skills, navigating contemporary communication channels with confidence, and adhering to proper netiquette in diverse professional settings.

Course Outline:

Unit 1: Fundamentals of Business Communication
- Lesson 1: Objectives of Communication
- Lesson 2: Types of Communication
- Lesson 3: Barriers in Business Communication (Part 1)
- Lesson 4: Barriers in Business Communication (Part 2)

Unit 2: Practical Aspects of Business Communication
- Lesson 5: Interviews
- Lesson 6: Writing in Business Communication
- Lesson 7: Memorandums

- Lesson 8: Letters in Business Communication I
- Lesson 9: Letters in Business Communication II
- Lesson 10: Texts, Emails, and Netiquettes

Recommended Materials/Resources:
- "Business Communication: Building Critical Skills" by Kitty O. Locker and Stephen Kyo Kaczmarek
- "Business Writing for Dummies" by Natalie Canavor

*****

Course Title: History of Architecture (T)

Course Description:
This course offers a captivating exploration into the evolution of architectural marvels across different epochs. From unraveling the language of architecture to delving into the grandeur of ancient civilizations, participants will embark on a journey through mediaeval masterpieces and the transformative phases of modern and post-modern architecture. The course culminates in a contemporary lens, shedding light on current architectural endeavors in India.

Course Objectives:

- Gain a comprehensive understanding of the evolution of architectural styles and principles from ancient civilizations to contemporary works.
- Cultivate an appreciation for the cultural and contextual factors shaping architectural design across different historical periods.
- Develop analytical skills to critically examine and assess architectural structures, fostering a deeper appreciation for the intricacies of design and functionality.

Course Outcomes:

CO 1: Demonstrate proficiency in recognizing and interpreting architectural styles and structures from various historical periods.
CO 2: Exhibit a heightened sensitivity to the cultural and contextual influences on architectural design, allowing for a nuanced appreciation of diversity in architectural expressions.
CO 3: Showcase the ability to critically analyze and assess architectural structures, evaluating design choices and understanding the historical and cultural significance embedded within each creation.

Course Outline:

Unit I: Introduction to Architectural History
- Lesson 1: Introduction to Architecture
- Lesson 2: Language of Architecture

Unit II: Ancient Architectural Marvels

- Lesson 3: Ancient Architecture Part 1
- Lesson 4: Ancient Architecture Part 2
- Lesson 5: Importance of Understanding Ancient Architecture

Unit III: Mediaeval Architectural Heritage
- Lesson 6: Mediaeval Architecture Part 1
- Lesson 7: Mediaeval Architecture Part 2

Unit IV: Evolution into Modern Architecture
- Lesson 8: Modern Architecture Part 1
- Lesson 9: Modern Architecture Part 2
- Lesson 10: Post-modern Architecture Part 1
- Lesson 11: Post-modern Architecture Part 2

Unit V: Contemporary Architectural Landscape
- Lesson 12: Current Works in India
- Lesson 13: How to Look at and Analyze a Structure

*****

Course Title: Still Life and Products 2 (T)

Course Description:

This course takes you on a captivating exploration, starting with an in-depth introduction to the history, purpose, and sub-genres of product photography. Delve into foundational concepts such as material properties, lighting techniques, and the commercial product photography pipeline. As the course progresses, experience live photoshoots of diverse products, gaining insights into setups, rigging, and style development.

Course Objectives:

- Attain a solid grasp of product photography fundamentals, including material assessment, lighting techniques.
- Master various lighting techniques, distinguishing between soft and hard light, and understanding the nuanced use of different light modifiers for diverse materials.
- Apply theoretical knowledge to live product photoshoots, focusing on setups, rigging, and style development.

Course Outcomes:

CO 1: Cultivate aesthetic sensibilities through practical application, showcasing an ability to create visually compelling and stylistically refined product images.
CO 2: Demonstrate technical mastery in product photography by producing visually appealing images.
CO 3: Acquire industry-relevant skills in commercial product photography, including the ability to navigate the entire photoshoot pipeline.

Course Outline:

Unit I: Foundations of Product Photography
- Lesson 1: Introduction to Product Photography
- Lesson 2: Lighting Techniques for Products
- Lesson 3: Transparent and Semi-Transparent Materials

Unit II: Aesthetics and Style in Product Photography
- Lesson 4: Setups, Rigging, and Style Development
- Lesson 5: Live Product Photoshoot - Beverage Can + Alcohol Bottle
- Lesson 6: Live Product Photoshoot - Jewelry + Cosmetic
- Lesson 7: Future Trends and Final Mock Commercial Product Photoshoot

*****

Course Title: Food and Beverage 1 (P)

Course Description:

This course covers foundational principles and advanced techniques. Participants will delve into the historical evolution of art, dissect crucial elements, and master the intricacies of capturing culinary delights.

Course Objectives:

- Acquire a solid foundation in the principles of food photography, covering composition, lighting, and styling.
- Delve into the intricate components of food photography, including hero foods, props, and backgrounds.
- Hone essential styling techniques and collaborative skills, preparing participants to create visually appealing food photographs.

Course Outcomes:

CO 1: Demonstrate a proficiency in foundational principles, allowing participants to capture compelling and visually appealing food photographs.
CO 2: Showcase mastery in understanding and utilizing various components such as hero foods, props, and backgrounds for enhanced visual impact.
CO 3: Apply effective styling techniques and collaborative skills, resulting in the creation of enticing food photographs that meet industry standards.

Course Outline:

Unit I: Introduction to Food Photography
- Lesson 1: Exploring Food Photography
- Lesson 2: Essential Techniques
- Lesson 3: Evolution of Food Photography
- Lesson 4: Crucial Elements
- Lesson 5: Diverse Applications
- Lesson 6: Critique Session

Unit II: Components of Food Photography
- Lesson 7: Main Components
- Lesson 8: Showcasing Hero Food
- Lesson 9: Props and Backgrounds Impact

Unit III: Advanced Techniques and Collaboration
- Lesson 10: Basic Styling Information
- Lesson 11: Shooting with a Stylist

Recommended Materials/Resources:
- "The Food Stylist's Handbook" by Denise Vivaldo
- "Plate to Pixel: Digital Food Photography & Styling" by Helene Dujardin

*****

Course Title: Post Production 2 (P)

Course Description:

This course is designed to equip participants with advanced Photoshop skills, focusing on precise path creation, masking techniques, adjustment tools, and specialized retouching methods for various genres, including food, product, and fashion photography.

Course Objectives:

- Gain proficiency in utilizing essential Photoshop tools, with a focus on precision in path creation using the Pen Tool.
- Develop expertise in creating and utilizing masks, alongside understanding the functionalities of the Adjustment Toolbar for precise image adjustments.
- Acquire specialized retouching skills for various genres, including food, product, and fashion photography, using manual retouching tools and advanced techniques.

Course Outcomes:

CO 1: Demonstrate the ability to create precise paths using the Pen Tool, enabling accurate selections in various image scenarios.
CO 2: Showcase proficiency in creating and using masks, allowing for nuanced control over image elements and enhanced adjustment capabilities.
CO 3: Exhibit expertise in specialized retouching techniques tailored for food, product, and fashion photography, resulting in polished and visually appealing images.

Course Outline:

Unit I: Introduction to Photoshop Interface and Tools
- Lesson 1: Photoshop Interface Overview
- Lesson 2: Path Creation with Pen Tool
- Lesson 3: Model Path Selection
- Lesson 4: Complex Path Selection

Unit II: Masking and Adjustment Tools
- Lesson 5: Understanding Masks
- Lesson 6: Adjustment Toolbar and Adjustments

Unit III: Advanced Retouching Techniques
- Lesson 7: Manual Retouching with Healing and Stamp Tools
- Lesson 8: Food Retouching
- Lesson 9: Product Retouching
- Lesson 10: Fashion Retouching

*****

Course Title: Architecture and Spaces 1 (P)

Course Description:

This course is designed to provide participants with a comprehensive understanding of architecture photography, covering foundational principles, composition techniques, perspective, panoramic photography, and lighting considerations specific to architectural subjects.

Course Objectives:

- Develop mastery in composition techniques and color theory for creating visually compelling architectural photographs.
- Acquire proficiency in utilizing 1/2/3 point perspective principles and understanding vanishing points through various focal lengths.
- Gain expertise in capturing architectural subjects during the golden hour from different directions, showcasing a nuanced understanding of lighting dynamics.

Course Outcomes:

CO 1: Demonstrate an elevated skill set in architectural composition and color theory, evident in visually compelling and harmonious photographs.

CO 2: Showcase precision in applying 1/2/3 point perspective techniques, resulting in images that effectively convey depth and spatial relationships.

CO 3: Exhibit proficiency in capturing architectural subjects during the golden hour, showcasing an adept utilization of natural light sources and creating evocative visual narratives.

Course Outline:

Unit I: Foundations of Architecture Photography
- Lesson 1: Introduction to Architecture Photography
- Lesson 2: Understanding Visual Lines and Golden Ratios
- Lesson 3: Composition and Color Theory

Unit II: Perspective and Panoramic Photography
- Lesson 4: Understanding 1/2/3 Point Perspective
- Lesson 5: Vanishing Point through Various Focal Lengths
- Lesson 6: Panoramic Photography and Equipment Demo

Unit III: Lighting and Golden Hour Photography
- Lesson 7: Understanding Light Sources
- Lesson 8: Shooting Golden Hour in 4 Directions

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Subject Type	Course Code	Title of Paper	Hrs/ Week	Credits	Exam Hrs	Maximum Marks			ID
						IA	UE	Total	
Core Course	20857	Food and Beverage 2 (P)	8	4	6	40	60	100	-
Core Course	20858	Fashion Photography 2 (P)	8	4	6	40	60	100	-
Core Course	20859	Advertising Photography (P)	10	5	6	40	60	100	-
Core Course	20860	Architecture and Spaces 2 (P)	8	4	6	40	60	100	-
Core Course	20861	Post Production 3 (P)	4	2	3	40	60	100	-
Core Course	20862	Specialization (P)	10	5	6	40	60	100	-

Course Title: Food and Beverage 2 (P)

Course Description:

This course is tailored to provide participants with practical insights into enhancing the aesthetic appeal of food and beverages in advertising photography. It covers essential techniques such as effective lighting, digital retouching, and food styling, with hands-on sessions on various food items.

Course Objectives:

- Achieve mastery in enhancing the aesthetic appeal of food and beverages in advertising through lighting, retouching, and styling.
- Develop proficiency in styling and lighting diverse food items, employing multiple lights and modifiers for impactful visuals.
- Apply learned techniques in real-world assignments, shooting four food shots and refining skills through practical application and feedback.

Course Outcomes:

CO 1: Exhibit elevated skills in capturing visually appealing food and beverage images tailored for advertising, showcasing enhanced aesthetic appeal.

CO 2: Demonstrate expertise in styling and lighting a variety of food items, including breakfast, drinks, soups, desserts, salads, and packaged food, employing multiple lights

and modifiers.

CO 3: Showcase practical application of learned techniques through a hands-on assignment, resulting in the creation of four impactful food shots, with refined skills and a deeper understanding of food photography for advertising.

Course Outline:

Unit I: Enhancing Food Aesthetics in Advertising Photography
- Lesson 1: Food in Advertising Photography

Unit II: Food Shoots with Stylist - Breakfast, Drinks, and More
- Lesson 2: Styling and Lighting Breakfast and Drinks
- Lesson 3: Styling and Lighting Soups and Desserts
- Lesson 4: Styling and Lighting Salads and Packaged Food

Unit III: Assignment, Review, and Conclusion
- Lesson 5: Assignment - Food Photography Project
- Lesson 6: Q&A and Conclusion

*****

Course Title: Fashion Photography 2 (P)

Course Description:

This course aims to provide participants with advanced skills in fashion photography, emphasizing personal style development, project approaches, and practical workshops for editorial and campaign shoots.

Course Objectives:

- Develop advanced skills in fashion photography, focusing on conceptualization and personalized workflow.
- Gain practical experience through workshops, learning layout design and executing outdoor and studio shoots.
- Acquire skills in post-production and client collaboration, enhancing creativity in look book shoots.

Course Outcomes:

CO 1: Demonstrate proficiency in crafting stylized fashion photographs, reflecting a unique and personalized creative approach.

CO 2: Showcase the ability to execute successful editorial and campaign shoots, with a strong understanding of layout design and practical application.

CO 3: Exhibit efficiency in post-production processes and effective collaboration with clients, ensuring the alignment of creative vision in look book shoots.

Course Outline:

Unit I: Basics of Fashion Photography and Project Approach
- Lesson 1: Introduction and Project Concept
- Lesson 2: Approaching Commercial and Personal Projects

Unit II: Developing Personalized Workflow and Style
- Lesson 3: Personalized Workflow and Stylized Characters

Unit III: Editorial and Campaign Photography Workshops
- Lesson 4: Editorial Photography Workshop (Outdoor)
- Lesson 5: Campaign and Look Book Shoot Workshop (Studio)

Unit IV: Post Production and Client Collaboration
- Lesson 6: Post Production and Look Book Shoot Execution
- Lesson 7: Sustaining Creativity in Fashion Photography

*****

Course Title: Advertising Photography (P)

Course Description:

This course is a dynamic exploration of the creative and technical aspects of contemporary advertising photography. Through a series of workshops and practical sessions, students develop essential skills in crafting visually compelling images aligned with client objectives.

Course Objectives:

- Acquire essential freelancing skills, including client engagement, pitching, estimation, and contract execution.
- Learn to conceptualize, plan, and execute advertising briefs, translating ideas into compelling visual narratives aligned with client expectations.
- Gain proficiency in creating moodboards that align with client requirements, emphasizing budget-friendly yet creative solutions. Develop skills in art direction, lighting, and set building.

Course Outcomes:

CO 1: Successfully pitch, estimate, and execute advertising shoots, showcasing the ability to deliver impactful images within budget constraints.

CO 2: Demonstrate effective collaboration by participating in team-based workshops, simulating real-world agency-client interactions and executing assignments collectively.

CO 3: Showcase mastery in creative direction, set building, and lighting through hands-on exercises, culminating in a comprehensive understanding of the advertising photography workflow.

Course Outline:

Unit I: Introduction to Advertising Photography
- Lesson 1: Foundations of Advertising Photography
- Lesson 2: Pitching and Estimation Workshop
- Lesson 3: Shooting for a Brief Workshop (Part I)

Unit II: Further Workshops and Execution
- Lesson 4: Shooting for a Brief Workshop (Part II)
- Lesson 5: Mood boarding and Shooting Workshop
- Lesson 6: Takeaways and Sustaining Creativity

*****

Course Title: Architecture and Spaces 2 (P)

Course Description:

"Architecture and Spaces 2 (P)" delves into advanced architectural photography, covering exterior and interior settings. Participants will master lighting techniques, composition,

and postproduction for architectural spaces. Hands-on sessions and student-led projects enhance practical skills, providing a comprehensive understanding of capturing compelling architectural images.

Course Objectives:

- Develop advanced skills in lighting and composition for exterior and interior architectural photography.
- Gain proficiency in postproduction techniques, including RAW file processing and image editing.
- Enable students to independently plan, execute, and edit architectural photo shoots, fostering creativity and technical expertise.

Course Outcomes:

CO 1: Participants will demonstrate mastery in capturing visually stunning exterior and interior architectural images, showcasing advanced lighting and composition skills.
CO 2: Exhibit proficiency in postproduction, enhancing images through RAW file processing and editing, contributing to a refined final output.
CO 3: The course will empower individuals to independently undertake and complete architectural photography projects, applying learned techniques in real-world scenarios.

Course Outline:

Unit I: Exterior Architectural Photography
- Lesson 1: Exterior Lighting Setup and Test Image
- Lesson 2: Exterior Image Finalization

Unit II: Interior Architectural Photography
- Lesson 3: Interior Demo Shoot – Day 1
- Lesson 4: Interior Demo Shoot - Day 2

Unit III: Postproduction and Editing
- Lesson 5: Postproduction of Interior and Exterior Shoot
- Lesson 6: Exterior Test Image by Students
- Lesson 7: Exterior Final Image

Unit IV: Student-Driven Interior Shoots
- Lesson 8: Interior Shoot by Students (Day 1)
- Lesson 9: Interior Shoot by Students (Day 2)
- Lesson 10: Interior Shoot Postproduction Final Edit

Course Title: Post Production 3 (P)

Course Description:

"Post Production 3 (P)" is an advanced postproduction course focusing on specialized retouching techniques for food, product, and fashion photography. Participants will delve into intricate aspects like hair and skin retouching, explore advanced composition with composites, and receive personalized feedback during assignment reviews.

Course Objectives:

- Develop advanced retouching skills for food, product, and fashion photography, including intricate details like hair and skin retouching.
- Explore and master the art of composite composition, both at a basic and advanced level, enhancing creative postproduction capabilities.
- Engage in assignment reviews and feedback sessions to refine and elevate individual postproduction skills, ensuring a comprehensive understanding of the topics covered.

Course Outcomes:

CO 1: Participants will demonstrate proficiency in advanced retouching techniques, enhancing the visual appeal of food, product, and fashion images.
CO 2: Students will showcase mastery in composite composition, producing visually striking and creatively composed images.
CO 3: The course will equip individuals with the ability to apply advanced postproduction skills to diverse projects, contributing to a refined and polished final output.

Course Outline:

Unit I: Advanced Retouching Techniques
- Lesson 1: Advance Food Retouching
- Lesson 2: Advance Product Retouching
- Lesson 3: Advance Fashion Retouching

Unit II: Specialized Retouching Focus
- Lesson 4: Hair Retouching
- Lesson 5: Skin Retouching
- Lesson 6: Beauty Retouching

Unit III: Advanced Composition and Composites
- Lesson 7: Basic Composition (Composites)
- Lesson 8: Advance Composition (Composites) - Part 1
- Lesson 9: Advance Composition (Composites) - Part 2

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Course Title: Specialization (P)

Course Description:

In the "Specialization" course, participants have the opportunity to immerse themselves in a specific area of photography of their choice. The course emphasizes personalized guidance and mentorship, allowing students to develop a comprehensive body of work within their chosen specialization.

Course Objectives:

- Choose a specialization from various photography genres and develop a focused understanding of its key principles and techniques.
- Engage in intensive practical work, applying learned skills and concepts to create a cohesive and impactful body of work.
- Receive personalized mentorship and critiques to refine technical abilities, enhance creativity, and achieve excellence in the chosen specialization.

Course Outcomes:

CO 1: Demonstrate advanced proficiency and creativity in the selected specialization through the creation of a substantial portfolio.
CO 2: Apply critical thinking and analytical skills to evaluate and refine photographic work based on feedback and critiques.
CO 3: Showcase a heightened level of artistic expression, technical competence, and a unique photographic style within the chosen specialization.

Course Outline:

Unit I: Specialization Exploration
- Lesson 1: Choosing a Specialization
- Lesson 2: Defining Project Scope

- Lesson 3: Research and Planning

Unit II: Project Development and Implementation
- Lesson 4: Practical Implementation - Part 1
- Lesson 5: Practical Implementation - Part 2
- Lesson 6: Mid-Project Review

Unit III: Finalization and Presentation
- Lesson 7: Project Refinement
- Lesson 8: Final Presentation Preparation
- Lesson 9: Final Project Presentation

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T.Y.B.A. (Commercial Photography) Semester VI

Subject Type	Course Code	Title of Paper	Hrs/ Week	Credits	Exam Hrs	Maximum Marks			ID
						IA	UE	Total	
Core Course	20865	Specialization (P)	10	5	6	40	60	100	-
Core Course	20863	Emerging Tech (VR, AR, CGI etc.) (P)	8	4	6	40	60	100	-
Core Course	20864	Business Practices (T)	3	3	2.5	40	60	100	Yes
Core Course	20866	Graduation Portfolio & exhibition project (P)	24	12	6	40	60	100	-

Course Title: Specialization (P)

Course Description:

In the "Specialization" course, participants have the opportunity to immerse themselves in a specific area of photography of their choice. The course emphasizes personalized guidance and mentorship, allowing students to develop a comprehensive body of work within their chosen specialization.

Course Objectives:

- Choose a specialization from various photography genres and develop a focused understanding of its key principles and techniques.
- Engage in intensive practical work, applying learned skills and concepts to create a cohesive and impactful body of work.
- Receive personalized mentorship and critiques to refine technical abilities, enhance

creativity, and achieve excellence in the chosen specialization.

Course Outcomes:

CO 1: Demonstrate advanced proficiency and creativity in the selected specialization through the creation of a substantial portfolio.
CO 2: Apply critical thinking and analytical skills to evaluate and refine photographic work based on feedback and critiques.
CO 3: Showcase a heightened level of artistic expression, technical competence, and a unique photographic style within the chosen specialization.

Course Outline:

Unit I: Introduction to CGI
  - Lesson 1: Understanding CGI Basics
  - Lesson 2: Advantages and Applications of CGI
  - Lesson 3: CG Environment Creation and Shooting

Unit II: Compositing and Integration
  - Lesson 4: Post-Shoot Compositing
  - Lesson 5: Practical Implementation - Part 2

Unit III: A.I. in CGI and Future Trends
  - Lesson 6: A.I. in CGI and Future Trends
  - Lesson 8: Final Presentation Preparation
  - Lesson 9: Final Project Presentation

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Course Title: Emerging Tech (VR, AR, CGI etc.) (P)

Course Description:
The "Emerging Tech: CGI" course delves into the world of Computer Graphics (CG) and its applications in visual storytelling. From understanding the basics of CGI to hands-on experience in creating CGI environments for photo shoots, the course explores the advantages and limitations of CGI. Students gain insights into the integration of CGI elements through post-shoot compositing and explore the role of Artificial Intelligence (A.I.) in shaping the future of CGI.

Course Objectives:

  - Develop a foundational understanding of CGI, its elements, and its role in visual

storytelling.
- Acquire practical skills in creating CGI environments for photo shoots and integrating CGI elements into images.
- Explore the applications of A.I. in CGI and stay informed about emerging trends in the field.

Course Outcomes:

CO 1: Proficiency in analyzing and critiquing CG images, distinguishing between effective and ineffective examples

CO 2: Competence in storyboarding for a photo shoot with CGI elements, demonstrating creative and technical planning

CO 3: Ability to composite images with CGI elements, showcasing a practical understanding of post-production techniques.

Course Outline:

Unit I: Specialization Exploration

- Lesson 1: Choosing a Specialization
- Lesson 2: Defining Project Scope
- Lesson 3: Research and Planning

Unit II: Project Development and Implementation

- Lesson 4: Practical Implementation - Part 1
- Lesson 5: Practical Implementation - Part 2
- Lesson 6: Mid-Project Review

Unit III: Finalization and Presentation

- Lesson 7: Project Refinement
- Lesson 8: Final Presentation Preparation
- Lesson 9: Final Project Presentation

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Course Title: Business Practices (T)

Course Description:

"Business Practices" equips aspiring photographers with essential knowledge and skills to navigate the business aspects of their profession. From marketing strategies and branding to market research and online presence, the course covers a range of topics, including pricing, paperwork, legal considerations, and effective communication.

Course Objectives:

- Develop a comprehensive understanding of marketing principles, including the 4Ps and 3Ps of services marketing.
- Explore the significance of branding and its practical application in the context of a photography business.
- Acquire knowledge and skills related to market research, social media marketing, and effective sales techniques.

Course Outcomes:

CO 1: Proficiency in formulating a business plan, creating and optimizing a professional website.
CO 2: Ability to apply branding strategies to enhance the identity and market presence of a photography business.
CO 3: Competence in conducting market research, utilizing various online marketing channels, and creating impactful content.

Course Outline:

Unit I: Foundations of Photography Business
- Lesson 1: Introduction to Marketing Principles
- Lesson 2: Branding in Photography
- Lesson 3: Market Research for Photographers

Unit II: Online Presence and Marketing Strategies
- Lesson 4: Social Media Marketing (SMM) and Online Sales Techniques
- Lesson 5: Content Marketing and Platforms
- Lesson 6: Client Identification and Pricing Strategies

Unit III: Legal Considerations and Communication Skills
- Lesson 7: Importance of Paperwork and Accounts Keeping
- Lesson 8: Legal Aspects - Copyright, Insurance, and Returns
- Lesson 9: Communication Skills for Photographers

Unit IV: Business Operations and Professionalism
- Lesson 10: Importance of Books of Accounts and Maintaining Separate Accounts
- Lesson 11: Summary and Professional Etiquettes
- Lesson 12: Invoice Generation and Client Contracts

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Course Title: Graduation Portfolio & exhibition project (P)

Course Description:

The "Graduation Portfolio & Exhibition Project" serves as the culmination of students' academic journey, providing them with the opportunity to refine and showcase their

photographic skills through the creation of a final portfolio. The course focuses on the preparation for the annual Albus Atrum exhibition, where students will present their portfolios to a broader audience. This practical and hands-on experience encourages students to apply their acquired knowledge, skills, and artistic perspectives as they transition from academic study to the professional photography landscape.

Course Objectives:

- Portfolio Refinement: Students will refine and enhance their existing portfolios, demonstrating growth, technical proficiency, and a well-defined visual identity.
- Exhibition Readiness: Prepare students for participation in the annual Albus Atrum exhibition, guiding them through the logistics of presenting their work to a diverse audience.
- Professional Development: Foster skills in self-promotion, networking, and engagement with the creative community, laying the groundwork for a successful entry into the professional photography realm.

Course Outcomes:

CO 1: Polished Portfolios: Students will produce polished and comprehensive portfolios that reflect their unique artistic vision, technical prowess, and thematic consistency.
CO 2: Successful Exhibition Participation: Gain practical experience in exhibiting work, understanding the logistics of gallery displays, and effectively communicating their artistic narratives to a diverse audience.
CO 3: Professional Transition: Develop the skills needed for a smooth transition from academic studies to a professional career in photography, including networking, self-promotion, and engagement in the broader creative community.

Course Outline:

Unit I: Portfolio Refinement
- Lesson 1: Portfolio Assessment
- Lesson 2: Theme and Narrative Development
- Lesson 3: Technical Review

Unit II: Exhibition Readiness
- Lesson 4: Exhibition Logistics
- Lesson 5: Content Marketing and Platforms
- Lesson 6: Artist Statement and Presentation

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