

**Deccan Education Society's
FERGUSON COLLEGE, PUNE
(AUTONOMOUS)**

SYLLABUS UNDER AUTONOMY

**SYLLABUS FOR F Y B Sc PHOTOGRAPHY AND
AUDIO VISUAL PRODUCTION (Vocational)**

SEMESTER – I

Academic Year 2016-2017

**Structure of B.Sc. the Vocational Course
Photography and Audio Visual Production**

Semester	Course Code	Title of the Course	No. of Credits
I	VPH1101	Basic Photography	2
	VPH1102	Introduction to Mass communication	2
	VPH1103	Vocational Photography Practical Course - I	2
II	VPH1201	Photo Appreciation	2
	VPH1202	Introduction to Media	2
	VPH1203	Vocational Photography Practical Course - II	2

PREAMBLE:

The UGC introduced the concept of vocationalization of the first degree way back in the year 1994. Fergusson College was awarded the vocational course in Photography and Audio Visual Production under this programme in the same year. Fergusson College is the only college to offer such course at the UG level. The course is introduced as a vocational course, at par with the traditional subjects.

At the first and the second year of the B Sc it is offered as an independent subject. There are two theory courses and one practical course at the first and the second year.

At the third year of the degree this is a part of the B Sc (Physics) programme. It is in place of the theory course 5, 6 and practical course.

Students of the vocational course are more privileged due to their vocational training along with conventional knowledge based curriculum. This fact is considered while framing the syllabus. Proper emphasis is given on the theoretical component vis-à-vis its application keeping up the academic foundation.

OBJECTIVE:

1. To promote the possibility of self employment by providing skill based training.
2. To bridge the gap between knowledge based conventional education and market demands and to provide an alternative to those pursuing higher education.

PAPER CODE: VPH1101: Basic Photography

Objective:

A: To create general awareness and interest in photography

B: To make students aware of the fundamentals of the photographic process

C: To make students familiar with the Photographic equipment and techniques

D. To help students to learn basic photographic and image processing skills so that they can assist a senior photographer.

PAPER CODE: VPH1101

PAPER - I: Basic Photography

Credits-2:

No. of

Lectures: 36

	Title and Contents	No. of Lectures
Unit -I	1. The photographic process: different elements involved in photography and their role. 2. Light: Properties of light and their photographic significance, Image formation by a pinhole and a simple lens, technical properties of an image, need of a lens for image formation. 3. Simple lens: Properties, defects, methods of correcting these defects, image formation, magnification.	10
Unit -II	1. Camera: Requirements of a camera, Pinhole camera, Box camera, SLR camera, Studio camera, Digital camera, Camera formats. 2. Camera Controls: Photographic image and its technical evaluation. Need for camera controls. Aperture (Iris Diaphragm, f numbers), Depth of field and depth of focus. Shutter, Ideal shutter, leaf shutter, focal plane shutter. Shutter speed and shutter speed, slow and fast shutter speed. Focusing (Focusing aids and Mechanisms: Auto focus and Manual focus, Image stabilization) 3. Camera lenses: Normal, wide, telephoto and zoom	18
Unit –III	1. Exposure: Incident and reflected light, Exposure triangle, Exposure and equivalent exposures, Reciprocity failure, Brief idea of exposure meter, TTL metering and different metering modes, Standard lighting conditions and extreme lighting conditions 2. Recording medium: Digital camera sensors: CCD & C-MOS, Various sensor sizes and crop factor, Different types of file formats for the digital images.	08

References:

1. Focal encyclopaedia of Photography, Focal Press

2. Basic Photography, M. J. Langford, Focal Press
3. The National Geographic Archival Images
4. The Time Magazine Archival Images
5. A large number of photography related sites are available on the internet

PAPER CODE: VPH1102: Introduction to Mass Communication

Objective:

- A. To introduce students to the communication process and expose them to various aspects of Mass Communication.
- B. To develop clear-cut understanding of current media trends, its potentials and impact.
- C. Equip students with basic skills to take up any advanced level programme at a later stage.
- D. To help students learn 'Key Competency Skills'

PAPER CODE: VPH1102

PAPER - II: Introduction to Mass Communication

No of Credit -2:

No. of Lectures 36

	Title and Contents	No. of Lectures
Unit -I	1. Communication: Definitions, elements and processes 2. Communication: Functions, role and significance 3. Communication: Theories, and models 4. Communication: Barriers	12
Unit -II	1. Types of Communication: Verbal and Non-verbal, Interpersonal, Intrapersonal, Group, and Mass Communication. 2. Communication in Society: Need, Role and significance 3. Cross-cultural communication	12
Unit -III	1. Information and Publicity: Need of publicity. Changing role of Public Relations Officer (PRO). 2. Corporate communication: 3. Internet as medium of publicity: 4. LSRW skills	12

References:

- 1. Mass Communication: Keval J. Kumar
- 2. Mass Communication in India: Keval J. Kumar
- 3. Indira Gandhi National Open University: Notes
- 4. Yashavantrao Chavan Maharashtra Open University: Notes

PAPER CODE: VPH1103: Vocational Photography Practical Course - I

OBJECTIVE:

- A.** To train students to handle a DSLR camera and studio lights.
- B.** To train students to use image processing software.

Note:

All the assignments and practicals are designed and conducted so that the student learns basic camera handling skills and image processing skills.

PAPER CODE: VPH1103

PAPER - III: VOCATIONAL PHOTOGRAPHY PRACTICAL COURSE - I

No of Credits -2:

No. of Practicals: 08

	Title of Assignment
1	Effect of aperture on depth of field
2	Use of slow and fast shutter speed
3	Exposing for different colour temperatures
4	Composition: Rule of thirds, Golden points and Framing
5	News photography and preparing a photo story
6	Indoor shooting using three point lighting set up
7	Image processing 1: (Lightroom techniques 1): Brightness, saturation etc
8	Image processing 2: (Lightroom techniques 2): Exporting, contact sheet, print etc)

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SEMESTER – II

Academic Year 2016-2017

PAPER CODE: VPH1201: Photo Appreciation

OBJECTIVE:

- A:** To appreciate the role of the photographic image as a means of communication.
- B.** To appreciate the role of the photographic image as an art form.
- C.** To help students in exploring various application areas of photography.
- D:** To inculcate visual culture and visual literacy.

PAPER CODE: VPH1201

PAPER - I: Photo Appreciation

No of Credits: 2

No. of Lectures: 36

	Title and Contents	No. of Lectures
Unit -I	1. History of photography: Evolution of photographic technology, land mark events and processes, impact of photography on society 2. Application areas of photography: Use of a photographic image in different walks of life. 3. Scope for a photographer: Evolution of a photographer from a freelancer to the independent photographer.	06
Unit -II	1. Photographic composition: Elements of composition, Rule of thirds, Placement, Framing, Geometric composition 2. B/W versus Colour Photography: Their limitations and advantages as independent medium. 3. Painting versus Photography: Comparison, Limitations and advantages of one over the other.	12
Unit –III	1. Advertising Photography: Role of a photographic image in advertising. 2. Photojournalism: Role of a photographic image in print media. Photo news and ‘News’, Handling soft and hard news, special events, photojournalistic norms, privileges of a photographer.	10
Unit –IV	1. Photographic image as a means of communication: Role of photograph and photographer in the process of visual communication. 2. Photo Appreciation: Work of famous photographers through history and the impact of their work on society. 3. Visual Culture and Visual Literacy: Meaning, Need and Significance	08

References:

- 1. Focal encyclopaedia of Photography, Focal Press
- 2. Basic Photography, M. J. Langford, Focal Press

3. The National Geographic Archival Images
4. The Time Magazine Archival Images
5. A large number of photography related sites are available on the internet

PAPER CODE: VPH1202: Introduction to Media

OBJECTIVE:

- A:** To help students understand the conventional media and the new media.
- B.** To appreciate the role of different media in society.
- C.** To make students aware of the ethical issues involved in media practices.
- D:** To inculcate visual culture and visual literacy.

PAPER CODE: VPH1202

PAPER - II: Introduction to Media

No of Credits: 2

No. of Lectures: 36

	Title and Contents	No. of Lectures
Unit -I	Print Media: News agencies and their role. Role of a news paper as medium of mass communication and its impact on the society. A brief history of the press in India. News papers: Dailies, Periodicals. News paper as an organization/industry. Role of different people in a news paper. General nature / Layout of a news paper. Code of conduct / ethics for print media, Overview of the Print media.	06
Unit -II	Radio: Purpose role and responsibility of radio. Radio as a medium of mass communication and its characteristics. Radio as an organization. Structure of a radio station. Role of each individual working at different levels. Types of radio programmes. Target audience and the nature of radio programmes. Radio features Commercial and Non commercial programmes. Vividh Bharati, Radio Mirchi and other FM Radio channels. Community Radio, Internet Radio, Campus Radio. All India radio and Private Channels. General Code of Conduct / Ethics for radio broadcast, overview of the Radio industry.	06
Unit -III	Television: Purpose role and responsibility of TV. TV as a medium of mass communication and its characteristics. TV as an organization. Structure of a TV station. Role of each individual working at different levels. Types of TV programmes. Target audience and the nature of TV programmes. Commercial and Non commercial programmes. Doordarshan and Private Channels. General Code of Conduct / Ethics for TV broadcast, Overview of the TV Industry.	10
Unit -IV	1. Internet: Internet as a medium of mass communication. Use of internet by the media, influence of the internet on the society, overview of the internet. 2. Social networking media: Their need, merits and	10

	demerits 3. Traditional media: 4. New media:	
Unit –VI	Media ethics: Legal issues, moral issues and ethical issues related to media.	04
References: 1. Mass Communication: Keval J. Kumar 2. Mass Communication in India: Keval J. Kumar 3. Indira Gandhi National Open University: Notes 4. Yashavantrao Chavan Maharashtra Open University: Notes		

PAPER CODE: VPH1203: Vocational Photography Practical Course - II

Objective:

- A:** To help students learn writing for different media.
- B.** To expose students to different media practices.
- C.** To help students learn ‘Key Competency Skills’

PAPER CODE: VPH1203

PAPER - III: VOCATIONAL PHOTOGRAPHY PRACTICAL COURSE - II

No of Credits: 2

No. of Assignments: 08

	Title of Assignment
1	Writing for different media
2	5 Ws & 1 H
3	Photo story
4	Deconstruction of the front page of a Newspaper
5	Writing for different media: Print, Radio and TV (Difference between news for different media should be discussed during these sessions)
6	Editing a news report
7	Front page layout of a news paper
8	Review writing for print media

NOTE: All assignments are designed so that students learn LSRW skills.

Brief outline of the module on the Key Competency Skills

1. Communication Skills: LSRW skills
2. Personality development
3. Intelligence ability
4. Ethics and legal issues
5. Entrepreneurship development
6. Computer literacy