



**Fergusson College (Autonomous)**

**Pune**

**Learning Outcomes-Based Curriculum**

**for**

**F. Y. B. Sc. Vocational -Photography**

**and**

**Audio Visual Production**

**With effect from June 2019**

## Programme Structure

Particulars	Course	Paper code	Title of Paper	No. of Credits
F.Y. B.Sc. Semester- I	Course - 1	VPH1101	Basic Photography	2
	Course - 2	VPH1102	Introduction to Mass communication	2
	Course - 3	VPH1103	Photography Practical - I	2
F.Y. B.Sc. Semester- II	Course - 4	VPH1201	Photo Appreciation	2
	Course - 5	VPH1202	Introduction to Media	2
	Course - 6	VPH1203	Photography Practical - II	2

Particulars	Name of Paper	Paper code	Title of Paper	No. of Credits
S.Y. B.Sc. Semester- I	Paper - 1	VPH - 2301	Advanced Photography	3
	Paper - 2	VPH - 2302	Acoustics	3
	Paper - 3	VPH - 2303	Practical Course III	2
S.Y. B.Sc. Semester- II	Paper - 1	VPH - 2401	Colour Theory & Digital Photography	3
	Paper - 2	VPH - 2402	Principles and Applications of Analog & Digital Communication	3
	Paper - 3	VPH - 2403	Practical Course IV	2

Particulars	Name of Paper	Paper code	Title of Paper	No. of Credits
T.Y. B.Sc. Semester- I	Paper - 1	VPH3501	Video Recording and Playback Systems*	3
	Paper - 2	VPH3502	Video Production*	3
	Paper - 3	VPH3503	Practical Course V*	2
T.Y. B.Sc. Semester- II	Paper - 1	VPH3601	Entrepreneurship Development*	3
	Paper - 2	VPH3602	Radio Production*	3
	Paper - 3	VPH3603	Practical Course VI*	2
	Paper - 4	VPH3604	Practical Course VII: *	2
	Paper - 5	VPH3605	Practical Course VIII: Project*	2

**Note: For semester V:**

- \*Students opting for vocational photography at F Y B Sc and S Y B Sc should select VPH3501, VPH3502 and VPH3503.
- \* VPH3503 is in place of PHY3503

**Note: For semester VI:**

- \*Students opting for vocational photography at F Y B Sc and S Y B Sc should select VPH3601, VPH3602, VPH3603, VPH3604 and VPH3605
- \* VPH3603, VPH3604 and VPH3605 are in place of PHY3603, 3604 and 3605 respectively.

### Program outcomes (POs)

PO1	Is well versed with communication process and various aspects of mass communication
PO2	Develops clear-cut understanding of current media trends, its potentials and impact on society
PO3	Develops thorough understanding of the photographic process, its application areas and impact on society
PO4	Gains hands-on-experience of using the equipment and the soft ware used in photography and audio-visual production
PO5	Is trained to assist a senior photographer / to take up independent professional assignments as photographer
PO6	Is trained to assist a senior photographer / to take up independent professional image processing assignments
PO7	Is trained to work as production assistant / to take up independent professional assignments as a producer
PO8	Is trained to design and record sound for an AV production
PO9	Develops team spirit and leadership qualities
PO10	Has acquired 'key competency skill'

### Mapping Program Outcomes with Course Outcomes

	PO-1	PO-2	PO-3	PO-4	PO-5	PO-6	PO-7	PO-8	PO-9	PO-10
Course - 1			×	×						
Course - 2	×	×								×
Course - 3				×	×					
Course - 4			×	×						
Course - 5	×	×								×
Course - 6				×	×					

## VPH1101: Basic Photography [Credits-2]

<b>COURSE OUTCOMES:</b>	
The learner	
CO-1	Develops general awareness and interest in photography
CO-2	Becomes aware of the fundamentals of the photographic process
CO-3	Is familiar with the Photographic equipment and techniques
CO-4	Learns basic photographic and image processing skills
CO-5	Gets trained to assist a senior photographer in setting up equipment

Unit -I	<p><b>1. The photographic process:</b> different elements involved in photography and their role.</p> <p><b>2. Light:</b> 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.</p> <p><b>3. Simple lens:</b> Properties, defects, methods of correcting these defects, image formation, magnification.</p>	10
Unit -II	<p><b>1. Camera:</b> Requirements of a camera, Pinhole camera, Box camera, SLR camera, Studio camera, Digital camera, Camera formats.</p> <p><b>2. Camera Controls:</b> 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)</p> <p><b>3. Camera lenses:</b> Normal, wide, telephoto and zoom</p>	18
Unit -III	<p><b>1. Exposure:</b> 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</p> <p><b>Recording medium:</b> Digital camera sensors: CCD &amp; C-MOS, Various sensor sizes and crop factor, Different types of file formats for the digital images.</p>	8

### References

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

A large number of photography related sites are available on the internet

## VPH1102: Introduction to Mass Communication

<b>COURSE OUTCOMES:</b>	
The learner	
CO-1	Is introduced to the communication process and exposed to various aspects of Mass Communication.
CO-2	Develops clear-cut understanding of current media trends, its potentials and impact.
CO-3	Is equipped with basic skills to take up any advanced level programme at a later stage.
CO-4	Learns 'Key Competency Skills'.

Unit -I	<b>1. Communication:</b> Definitions, elements and processes <b>2. Communication:</b> Functions, role and significance <b>3. Communication:</b> Theories, and models <b>4. Communication:</b> Barriers	12
Unit -II	<b>1. Types of Communication:</b> Verbal and Non-verbal, Interpersonal, Intrapersonal, Group, and Mass Communication. <b>2. Communication in Society:</b> Need, Role and significance <b>3. Cross-cultural communication</b>	12
Unit -III	<b>1. Information and Publicity:</b> Need of publicity. Changing role of Public Relations Officer (PRO). <b>2. Corporate communication:</b> <b>3. Internet as medium of publicity:</b> <b>4.LSRW skills</b>	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

## VPH1103: Photography Practical - I

<b>COURSE OUTCOMES</b>	
The learner	
CO-1	Is trained to handle a DSLR camera for outdoor and indoor assignments.
CO-2	Learns to handle studio lights and accessories.
CO-3	Develops a sense of aesthetics and composition.
CO-4	Learns basic photographic and image processing skills
CO-5	Gets trained to assist a senior photographer in setting up equipment

### Note:

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

### List of assignments

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.	Street photography and making 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.)
9.	
10.	

## VPH1201: Photo Appreciation

<b>COURSE OUTCOMES</b>	
The learner	
CO-1	Is ready to exploring various application areas of photography.
CO-2	Appreciates the role of the photographic image as a means of communication.
CO-3	Appreciates the photographic image as an art form.
CO-4	Develops visual culture and visual literacy.

Unit -I	<p><b>1. History of photography:</b> Evolution of photographic technology, landmark events and processes, impact of photography on society</p> <p><b>2. Application areas of photography:</b> Use of a photographic image in different walks of life.</p> <p><b>3. Scope for a photographer:</b> Evolution of a photographer from a freelancer to the independent photographer.</p>	6
Unit -II	<p><b>1. Photographic composition:</b> Elements of composition, Rule of thirds, Placement, Framing, Geometric composition</p> <p><b>2. B/W versus Colour Photography:</b> Their limitations and advantages as independent medium.</p> <p><b>3. Painting versus Photography:</b> Comparison, Limitations and advantages of one over the other.</p>	12
Unit -III	<p><b>1. Advertising Photography:</b> Role of a photographic image in advertising.</p> <p><b>2. Photojournalism:</b> 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.</p>	10
Unit-IV	<p><b>1. Photographic image as a means of communication:</b> Role of photograph and photographer in the process of visual communication.</p> <p><b>2. Photo Appreciation:</b> Work of famous photographers through history and the impact of their work on society.</p> <p><b>3. Visual Culture and Visual Literacy:</b> Meaning, Need and Significance</p>	8

### References

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

A large number of photography related sites are available on the internet

## VPH1202: Introduction to Media

<b>COURSE OUTCOMES</b>	
The learner	
CO-1	Appreciates the role and impact of different media in society.
CO-2	Understand the conventional media and the new media.
CO-3	Is aware of the ethical issues involved in media practices.
CO-4	Builds various LED lighting systems
CO-5	Demonstrates installation and use of solar-LED systems

Unit-I	<p><b>Print Media:</b> 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.</p> <p>Code of conduct / ethics for print media, Overview of the Print media.</p>	6
Unit-II	<p><b>Print Media:</b> 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.</p> <p>Code of conduct / ethics for print media, Overview of the Print media.</p>	6
Unit -III	<p><b>Television:</b> 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.</p> <p>General Code of Conduct / Ethics for TV broadcast, Overview of the TV Industry.</p>	10
Unit-IV	<p><b>1. Internet:</b> Internet as a medium of mass communication. Use of internet by the media, influence of the internet on the society, overview of the internet.</p> <p><b>2. Social networking media:</b> Their need, merits and demerits</p> <p><b>3. Traditional media:</b></p> <p><b>4. New media:</b></p>	10
Unit-V	<p><b>Media ethics:</b> Legal issues, moral issues and ethical issues related to media.</p>	4

### 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



## VPH1203: Photography Practical - II

<b>COURSE OUTCOMES</b>	
The learner	
CO-1	Is able to write for different media.
CO-2	Is exposed to different media practices.
CO-3	Understands various social issues and practices.
CO-4	Can take small photography / image processing assignments.
CO-5	

### List of assignments

	<b>Group - A</b>
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)
	<b>Group-B</b>
6.	Editing a news report
7.	Front page layout of a news paper
8.	Review writing for print media
9.	
10.	

**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