



JAWAHARLAL NEHRU ARCHITECTURE AND FINE ARTS UNIVERSITY
Mahaveer Marg, Masab Tank, Hyderabad – 500 028.

Syllabus for

MFA (Photography & Media

Communication)

Entrance Examination – 2025

Note: The syllabus followed for BFA (Photography) at JNAFAU College of Fine Arts is the syllabus for MFA Entrance Examination.

BFA PHOTOGRAPHY & VISUAL COMMUNICATION

1st Semester (1st Year)

PH17B1.1C: BASIC PHOTOGRAPHY TECH.

UNIT-I

1. Key light or main light or principle light.
2. Fill in light.
3. Bounce light.
5. Diffused light & Directional Diffused Light
6. Exposure Calculation
7. Light meters

UNIT-II

1. Light angles
2. Low Key
3. High Key
4. Rembrandt Lighting
5. Butterfly lighting

UNIT-III

1. Outdoor light Portrait
2. Bounced light Portrait
3. Ambient light Portrait
4. Window Light Portrait

UNIT-IV

1. Mounting - Fundamentals
2. Mounting materials & Techniques
3. Display Techniques
4. Lighting for Display

- Assignments:
1. Basic light portrait
 2. Low Key/High Key light portrait
 3. Butterfly light portrait
 4. Window light portrait
 5. Broad light/Narrow light portrait

The above prints should be in B & W (8"x10" Size) and mounted on hand board sheet.

PH17B1.2C: PHOTO AESTHETICS TECH.

UNIT – I

1. Horizontal Lines
2. Vertical Lines
3. Zigzag lines
4. Curved Lines
5. Movement of lines.

UNIT – II

1. Horizontal Composition
2. Vertical Composition
3. Dynamic Composition
4. L - Composition

5. S - Composition

UNIT-III

1. Point of Interest.
2. Shapes
3. Texture
4. Pattern.
5. Balance.

UNIT – IV

1. Rule of Thirds.
2. Lead Room / Leading Space.
3. Angle of View.
4. Perspective
5. Depth

UNIT – V

1. Architecture
2. Landscapes
3. Still Life
4. Photo Montage & Collage
5. Physiogram (Light Painting)

Books Recommended

1. Anatomy of a picture by G.THOMAS.
2. Creative Photography Aesthetic trends by Helmut Gernsheim.
3. The complete Encyclopedia of Photography Michael Langford.

Assignments:

1. 2 Pictures of each line in Horizontal & Vertical Composition
2. Shape, Texture, Pattern & Balance
3. Rule of Thirds
4. Architecture
5. Landscape
6. Still life
7. Physiogram

All above assignments should be submit with 4" X 6" size Print, Technical details & Lighting Diagram.

PH17B1.3C: BASIC PHOTOGRAPHY

UNIT- I

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

UNIT- II

Optics - positive and negative lenses -Focal length - resolving power of lens - lens aberration and rectification -spherical chromatic - coma - astigmatism - distortion –Curvature of field - types of lenses - Normal - wide angle - telephoto - zoom lenses -supplementary lenses –Digital Lenses.

UNIT- III

Anatomy of camera - body - lens - view finder - Aperture - Shutter- Horizontal - vertical moving shutters - Shutter speed – Shutter efficiency - merits and de-merits of between the lens shutter and focal plane shutters - aperture and shutter relation - film compartment-self timer.

UNIT – IV

Focusing - rack and pinion focusing -Scale focusing - automatic focusing –Types of Focusing in Digital - Exposure - exposure latitude - exposure meters - Incident Light meters - reflected light meters - built in light meters - Depth of field - Circle of confusion - Depth of focus - Hyper focal distance.

UNIT-V

Cross section of the film - Resolving power - Speed - Graininess - Different types of films – Different Developers - Ingredients of developer – enlargers - Density -paper grades.

BOOKS RECOMMENDED:

- 1) Camera by Brain Coe
- 2) Basic Photography by Focal Press
- 3) Advanced Photography by Focal Press

Internal Exam: Unit Test I & II of each 25 marks

PH17B1.4C: PHOTO AESTHETICS

UNIT – I

Definition of Light - Principles of Light - Properties of Light - Reflection - Refraction - Absorption - Transmission - Dispersion - Light characteristics - Quality - Quantity – Color – Direct light – Indirect light – Diffused light – Light as subject – Shadow as subject

UNIT – II

Need for the light in Photography - Light sources - Natural light -Sunlight - Moon light - Ambient Light - Artificial Light sources - Flood light - Spot light - Halogen light - Electronic flash light – Digital lights.

UNIT – III

Photography Visual Art – Visualization - Principles of visualization - Composition guidelines - Golden mean - Centre of interest - Horizon -Effect of direction - Symbolism - Space - Producing space and controlling - Depth - Composition analysis.

UNIT – IV

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

UNIT-V

Composition - Emphasizing factors of composition - Elements of composition - Order - Shape -Balance - Still life study.

BOOKS RECOMMENDED

1. Composition by Focal Press.
2. Basic Techniques of Photography (Ansel Adams Guide)
3. Basic Photography by M.J.Langford.

Internal Exam: Unit Test I & II of each 25 marks

PH17B1.5C: HISTORY OF PHOTOGRAPHY

UNIT- I (4 BC TO 1827 AD)

Camera Obscura- John Henry Schultz-Thomas Wedgwood- Joseph Niecephore Niepce.

UNIT-II (1828 TO 1860)

Louis Jacques Monde Daguerre-Daguerreotype-process- Calo Type process-Wet Collodion Process- Charles Negre-Gustave Le gray-Roger Fenton. William Henry Fox Talbot

UNIT-III (1860 TO 1900)

The Gelatin Emulsion-Masters of Photography-Matthew B. Brady- Nadar – Julia Margaret Cameron – Edward Steichen-Man Ray- Ansel Adams- Henri Cartier Bresson- - Early Images of war- Robert Capa - Early Travel Photography-Early Pictorial Photography- -Motion in Photography-Early Portrait Photography - Edward Muybridge - Eugene Atget- Yousuf Karsh- Irving Penn- Helmut Newton

UNIT – IV (HISTORY OF INDIAN PHOTOGRAPHY (1840)

Importance of photography before independence-Indian Photographers - Raja Savai Man Singh -Lala Deen Dayal-Honors of Deen Dayal-His establishments at Hyderabad-Perumal-Raja Triambak Raj Bhahadur-O.C. Edwards - Benu Senn -Dr. G. Thomas-P.N.Mehra-Homai Vyarawala- Gautam Rajyadhakshya - Prabuddha Das Gupta.

UNIT –V (HISTORY OF INDIAN PHOTOGRAPHY 1900 ONWARDS)

Early Photography Societies and its impact on Indian Photography - Federation of Indian Photography -India International Photographic Council-Contemporary Indian Photographers- Raghu Rai-Pablo Bartholomew- Dayanita Singh- Sooni Taraporevala

BOOKS RECOMMENDED

1. Great Photographers by Time/Life series.
2. History of Photography (India 1840-1980) by G. Thomas.
3. Photography by C.B.Neblette.

Prepare a Book on History of Photography. – 10 Marks

Internal Exam: Unit Test I & II of each 20 marks

GN17B1.1A: ENGLISH

Unit I

Listening:

In this unit you will learn to distinguish the different stages of listening, to listen effectively. Phonology, stress-marking, Homophones

Unit-II

Terminology (subject-enabled):

In this unit, one can learn the vocabulary that is specific the stream/industry (terminology) and the overall usage of a word in syntax (sentence). Commonly confused words

Unit-III

Functional Grammar:

In this unit, learning of the importance of parts of speech and other aspects of grammar, learning of syntax formation, phrases & clauses, subject-verb agreement, direct vs indirect speech, active vs passive voice, question tags.

Unit-IV

Reading:

Reading helps us to discover new things. Books, magazines and even the internet are great learning tools which require the ability to read and understand what is read.

In this unit, one can develop to skill of reference: Dictionary, Thesaurus, Encyclopedia, and Book reading.

Proposed question paper marking for Semester one

Internal Exam for 50 marks

All the **four** units (Unit 1, 2, 3 & 4) are to be assessed internally and given marks under internal exam marks category.

External Exam for 50 marks

Only **Units 2, 3 & 4** are to be assessed externally and given marks under external marks category.

GN17B1.2A: ENVIRONMENTAL STUDIES

UNIT - 1

The Multi disciplinary nature of environmental studies Definition, scope and importance need for public awareness.

UNIT – 2 NATURAL RESOURCES:

RENEWABLE AND NON-RENEWABLE:

NATURAL RESOURCES AND ASSOCIATED PROBLEMS.

- Forest resources:** Use and over-exploitation, deforestation, case studies. Timber extraction, mining, dams and their effects on forests and tribal people.
- Water resources:** Use and over-utilization of surface and ground water, floods, drought, conflicts over water, dams-benefits and problems.
- Mineral resources:** Use and exploitation, environmental effects of extracting and using mineral resources, case studies.
- Food resources:** World food problems, changes caused by agriculture and overgrazing, effects of modern agriculture, fertilizer-pesticide problems, water logging, salinity, case studies.
- Energy resources;** Growing energy needs, renewable and non renewable energy sources, use of alternate energy sources, case studies.
- Land resources:** Land as a resource, and degradation, man Induced landslides, soil erosion and desertification.

- Role of an individual in conservation of natural resources.

- Equitable use of resources for sustainable lifestyles. (8 lectures)

UNIT – 3 ECOSYSTEMS

- Concept of an ecosystem.
- Structure and function of an ecosystem.
- Producers, consumers and decomposers.

- Energy flow in the ecosystem.
 - Ecological succession.
 - Food chains, food webs and ecological pyramids.
 - Introduction, types, characteristic features, structure and function of the following ecosystem:-
 - a) Forest ecosystem
 - b) Grassland ecosystem
 - c) Desert ecosystem
 - d) Aquatic ecosystems (ponds, streams, lakes, rivers, oceans, Estuaries)
- (6 lectures)

UNIT – 4 BIODIVERSITY AND ITS CONSERVATION

- Introduction — Definition : genetic, species and ecosystem diversity.
- Biogeographically classification of India Value of biodiversity : consumptive use, Productive use social, ethical, aesthetic and option values. Biodiversity at global, National and local levels,
- Hot-spots of biodiversity.
- Threats to biodiversity : habit loss, poaching of wildlife, man-wildlife conflicts.
- Endangered and endemic species of India. Conservation of biodiversity: In --situ and Ex--situ conservation of biodiversity.

UNIT – 5 ENVIRONMENTAL POLLUTION

DEFINITION

- Causes, effects and control measures of: -

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

Solid waste Management: Causes , effects and control measures of urban and industrial wastes.

- Role of individual in prevention of pollution.
- Pollution case studies.

Disaster management: floods, earthquake, Cyclone and landslides.

(8 lectures)

UNIT – 6 SOCIAL ISSUES AND THE ENVIRONMENT

- From Unsustainable to Sustainable development Urban problems related to energy
- Water conservation, rain water harvesting, watershed management
- Resettlement and rehabilitation of people; its problems and concerns case studies.
- Environmental ethics: Issues and possible solutions.
- Climate change, global warming, acid rain, ozone layer depletion, nuclear accidents and holocaust, case studies.
- Wasteland reclamation.
- Consumerism and waste products.
- Environment protection Act.
- Air (Prevention and Control of Pollution) Act.
- Water (Prevention and control of Pollution) Act. Wildlife protection Act. Forest Conservation Act.

Issues involved in Enforcement of Environmental legislation. Public awareness. (7 lectures)

UNIT – 7 HUMAN POPULATION AND THE ENVIRONMENT

- Population growth, variation among nations. Population explosion — Family Welfare Programme.
- Environment and Human Health.
- Human Rights.
- Value Education.
- HIV/AIDS.
- Women and child welfare.
- Role of information Technology in Environment and Human Health Case studies (6 lectures)

UNIT – 8 FIELD WORK

- Visit to a local area to document environmental assets-river / forest / grassland / hill / mountain
- Visit to a local polluted site — Urban / rural / industrial / agricultural
- Study of common plants, insects, birds
- Study of simple ecosystems — pond, river, hill slopes, etc. (Field work Equal to 5 lecture hours)

Internal Exam: Unit Test I & II of each 25 marks

2nd Semester (1st Year)

PH17B2.1C: DIGITAL PHOTO TECH.

- UNIT – I** How to use Digital Camera – shooting images with correct Exposure - Application of Histogram.
- UNIT – II** Understanding the applications of ISO Settings and Noise Problems- White Balance.
- UNIT – III** Shooting with manual Settings Auto Exposure Modes in Indoor & Studio Exercises.
- UNIT – IV** Light: Natural, Artificial- Continuous Light Sources- Flash Light / Strobe Light Sources- LED Lights
- UNIT – V** Light Modifiers – Umbrella -Soft Boxes –Reflectors- Beauty Dish – Strip Lights- Grids- Barn Doors-Snoot- Optical Spot Light- Gobos- Light Cutters / Flags – Skimmers

Assignments:

1. Shooting at different ISO of same subject.
2. Understanding Histogram with different exposures.
3. Understanding different Dial modes with experimenting.
4. Shooting Portraits with different light sources.

All above assignments should be submit with 8" X 12" size Print, Technical details & Lighting Diagram

PH17B2.2C: COLOUR PHOTOGRAPHY TECH.

- UNIT – I** Dawn to Dusk. (Early morning to late after Sunset same subject same framing)
- UNIT – II** Strong Colour – Muted Colour.
- UNIT – III** Color Contrast - Colour Harmony.
- UNIT – IV** Isolated Colour – Color space.
- UNIT – V** Color Management - Color printing in Commercial labs.

Assignments:

1. Dawn to Dusk
2. Colour as Subject (Red, Green & Blue) in Studio (Tungsten & Strobe) & Outdoor.
3. Color Re-Copy
4. Colour Contrast,
5. Colour Harmony
6. Sunrise & Sunset (with different sky patterns)

Books Recommended

1. Making of Colour by Dixons World of Photography.

PH17B2.3C: COLOUR PHOTOGRAPHY

UNIT - I

Origin - Early attempts – Hand coloring - Color spectrum - Primary colors and Secondary colors – Visible Spectrum.

UNIT –II

Colour Temperature- Colour Contrast – Colour Harmony – Additive colour – Subtractive color -RGB / CMY Color.

UNIT – III

Colour Vision - Colour Psychology - Color Synthesis – Color Negative film process – Color Positive Film process - Negative and Positive colors - Warm colors - Cool colors - Colour balance.

UNIT- IV

Storage of color film – Scanning – Drum Scanner – Flat Bed Scanner – Output – Indexing for Filming – Retrieval.

UNIT- V

Characteristic of color - Strong color -Muted color – Isolated Colour -Colour hue - color wave length

BOOKS RECOMMENDED

1. Theory and Practice of color (life series) by France Gerritson.
2. Book of color Photography by Adrain Bailey and Holloway.
3. Color films by George Wakefield.
4. Color Printing in Practice by Jack Tailor. ,
5. Ansel Adams Guide to Basic techniques of Photography.

Internal Exam: Unit Test I & II of each 25 marks

PH17B2.4C: DIGITAL PHOTOGRAPHY

UNIT –I Digital Basics - Introduction to Digital Imaging Principles.

UNIT – II The Digital Camera – Components of Digital Camera – Sensor – Sensor Characteristics & Configuration – LC D Display – Menu & Operations.

UNIT – III Digital Camera Lenses – Digital Zoom – Auto Focus systems – Optical Zoom – Focal length – Depth of field – Depth of focus

UNIT – IV Image formation – Color Formation; Characteristic of Digital Image – ISO & Resolution – Dynamic Range – Histogram - Noise – Aliasing - Moiré - Remedial measures.

UNIT – V Storage – Methods of storage – File formats & Storage – Storage Devices – Precautions for stories – Data recovery Software.

Recommended Books:

1. The Digital Photography Hand Book by David Jones
2. Advanced Digital Photography by Tom Ang.

3. Photography Foundations for Art & Design mark Galer 3rd Edition

4. Web Resources.

Internal Exam: Unit Test I & II of each 25 marks

PH17B2.5C: BASICS OF COMPUTERS

UNIT – I

What is computer - Characteristics of computer - History of computer - Abacus - Pascal's mechanical calculator Charles Babbage's - differential engine - Electronic numeric Integrator and calculator (ENIAC) - Universal Automatic computer (UNIVAC).

UNIT – II

Generation of Computers - Their advantage and disadvantages. Components of a computer - Hardware - Central Processing Unit (CPU) - Primary storage section - Arithmetic logic unit - Control unit – Storage Units.

UNIT - III

Input Devices - Keyboard - Mouse - Joystick - Trackball - Light pen - Magnetic scanner - Touch screen - Microphone. Output devices - External storage devices - Floppy disk – compact disc – Hard disk - Printer- Software -

UNIT - IV

Different types of Monitors – CRT – LCD - & LED. RAM - Types of File Systems – FAT- FAT32 – NTFS. Types of computers – Analog – Digital – Hybrid Computers – Special Purpose Computers – Super – Mainframe – Mini- Macro Computers.

UNIT - V

Uses of Computers in Various Fields – How to protect your computer from Virus.

Books Recommended:

1. An introduction to Computer studies by Noel Kalicharan.
2. Computer Basics - Published by Dr. MCR HRD Institute of A.P.
3. Hardware - Bible by Winn L Rosen.

Internal Exams: Unit Test I & II of each 25 marks

GN17B2.1A: COMMUNICATION SKILLS

Course Overview: To prepare students to acquire understanding and fluency in English for professional work

Objectives of the Course: To provide an adequate mastery of technical and communicative English Language training primarily, reading and writing skills, and also listening and speaking skills.

Expected Skills / Knowledge Transferred: To prepare students for participation in seminars, group discussions, paper presentation and general personal interaction at the professional level.

Unit I: Communication: Importance of Communication; Elements of good individual communication; organizing oneself; different types of communication; Barriers in the path of Communication

Unit II: Listening skills: Listening to conversation and speeches (Formal and Informal) Reading: Techniques of reading, skimming, Scanning, SQ3R technique

Unit III: Creative Writing: Scope of creative writing; Writing skills Signposting, Outlines, Rephrasing Writing a report/ format of the report; Paragraph, Letter Writing, Essay writing, Memo, Circular, Notice, Cover Letter, Resume, Writing with a thesis, Summary, Précis, Product description – Description of projects and features Oral Report; Periodical Report; Progress Report; Field Report Preparation of minutes; Video conference; Tele conference / Virtual meeting

Unit IV: Speaking: How to converse with people, How to communicate effectively; Language and grammar skills; Pronunciation drills, Phonetics, vowels, Diphthongs, consonants, Stress, Rhythm and intonation, Conversational skills

Features of effective speech- practice in speaking fluently –role play – telephone skills – etiquette.

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

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

Reference books:

1. **Krishna Mohan &Meera Banerji:** Developing Communication Skills Macmillan India
2. **C S Rayudu:** Principles of Public Relations, Himalaya Publishing House
3. **K. Ashwathappa:** Organizational Behavior, Himalaya PublishingHouse
4. **Daniel Colman:** Emotional Intelligence,

GN17B2.2A: VALUE EDUCATION

Course Overview: To provide guiding principles and tools for the development of the whole person, recognizing that the individual is comprised of Physical, Intellectual, Emotional and Spiritual dimensions.

Knowledge Transfer /Expected Skills:

- To help individuals think about and reflect on different values.
- To deepen understanding, motivation and responsibility with regard to making personal and social choices and the practical implications in relation to themselves and others, the community and the world at large
- To inspire individuals to choose their own personal, social, moral and spiritual values and be aware of practical methods for developing and deepening them.

Unit - I

Value Education—Introduction – Definition of values – Why values? – Need for Inculcation of values – Object of Value Education – Sources of Values – Types of Values: i) Personal values ii) Social values iii) Professional values iv) Moral and spiritual values) Behavioral (common) values

Unit - II

Personal values – Definition of person – Self confidence – Relative and absolute confidence, being self-determined, swatantrata (loosely equivalent to freedom).Self discipline – Self Assessment – Self restraint –Self motivation – Determination – Ambition – Contentment Self-respect and respect to others; expression of respect

Unit - III

Social values – Units of Society - Individual, family, different groups – Community – Social consciousness – Equality and Brotherhood – Dialogue – Tolerance – Sharing – Honesty- Responsibility – Cooperation; Freedom – Repentance and Magnanimity.
Peer Pressure – Ragging - examples - making one's own choices

Unit - IV

Professional values – Definition – Competence – Confidence – Devotion to duty – Efficiency – Accountability
– Respect for learning /learned – Willingness to learn-Open and balanced mind – Team spirit – Professional
Ethics – Willingness for Discussion; Difference between understanding and assuming
Time Management: Issues of planning, as well as concentration (and aligning with self goals)
Expectations from yourself. Excellence and competition, coping with stress, Identifying one's interests as well as strengths.

Unit V

Behavioral values – Individual values and group values. Anger: Investigation of reasons, watching one's own anger; Understanding anger as: a sign of power or helplessness, distinction between response and reaction.
Right utilization of physical facilities. Determining one's needs, needs of the self and of the body, cycle of nature.
Relationship with teachers. Inside the class, and outside the class, interacting with teachers.

Unit VI

Complimentary nature of skills and values. Distinction between information & knowledge
Goals: Short term goals and long term goals; How to set goals; How to handle responsibilities which have to be fulfilled while working for goals.

Reference Books

1. **Ramancharla Pradeep Kumar.** Compiled Reading Material IIIT Hyderabad
2. **Dr. S. Ignacimuthu S. J.,** Values for life, Better yourself Books, Bandra Mumbai-600 050 (1999).
3. Values (Collection of Essays)., Published by : Sri Ramakrishna Math., Chennai—4 (1996)
4. **Prof. R.P.Dhokalia.,** Eternal Human Values NCRT –Campus Sri Aurobindo Marg., New Delhi
5. **Swami Vivekananda.,** Education., Sri Ramakrishna Math., Chennai-4(1957)
6. Holy Books of all religions

3rd Semester (2nd Year)

PH17B3.1C: FINE ART PHOTO TECH.

UNIT - I

Overview of Fine Art Photography – Painting & Photography Relations – Pictorialism - Aesthetics of Fine Art Photography.

UNIT – II

1. Nature
2. Landscape
3. Skyscape
4. Seascape

UNIT – III

1. Form
2. shape
3. Color
4. Texture

UNIT – IV

1. Portrait
2. Architecture
3. Still life
4. Conceptual Still life.

Books Recommended

1. Picture Encyclopedia.
2. British Photography Journals.
3. The Era of Photography by Braive.
4. The Art of Photography Life Series Books
5. Focal Encyclopedia of Photography.

- Assignments:
1. Landscape. (Urban & Rural)
 2. Architecture. (Interior/Exteriors)
 3. Skyscape
 4. Seascape
 5. Portrait. (old-age, Middle-age, Child)
 6. Still life & Conceptual Still Life
 7. Panorama

PH17B3.2C: PHOTOJOURNALISM TECH.

Unit I: Candid Photography, Environmental Portrait, Men at Work, Child Labour, Street Life.

Unit II: Editorial Pictures- Culture, Traditions, Festivals, Life style, Monuments.

Unit III: Documenting events, Processions, Boycotts, Spot news stories, Sports Photojournalism.

Unit IV: Photo sequence, Photo feature, Photo editing, Soft news stories.

Assignments:

1. Environmental Portrait
2. Street Life
3. Sports Photos
4. Photo Sequence
5. Photo Feature

All above assignments should be submitted with 4" X 6" size Print.

PH17B3.3C: ADVERTISING PHOTOGRAPHY

UNIT - I

Brief History of Advertising - News papers - Magazines - Electronic media - Radio –Television – Internet.

UNIT - II

Role of Advertising - Advertising to the Consumer - Advertising to Business and Professional - Advertising to Services - Advertising Approaches.

UNIT - III

Art Director - Photographer - Logo Designer –Copy Writer - Layout Artist - What advertising agency do - Creative Services - Marketing concepts – Research & Development - Psychology of Consumer - Marketing Services - How agencies are Structured.

UNIT – IV

Target market - Where is the product distributed - The best timing for Advertising Schedule - What is the competition doing - Illustration - Advertisement in Newspaper - Magazines - Radio -Television - Websites.

UNIT-V

Role of Photography in Advertising – Relationship Coordination – Working Schedules - Equipment and techniques - Planning - Stage setting - Modeling - Make-up - Uses and importance of Medium Format and Large Format Cameras – Importance of Model Release-Property Release.

BOOKS RECOMMENDED

1. Otto Keppleners Advertising Procedure 9th edition.
2. Advertising excellence by Bovieethill Dovel - wood.
3. Complete encyclopedia of Photography by Focal Press.

Internal Exam: Unit Test I & II of each 25 marks

PH17B3.4C: PHOTOJOURNALISM

Unit – I

Meaning of Photojournalism- Brief History -Beginning from 1860 to1919 -The Roaring Twenties- Birth of Modern Photo Journalism- Nature and Scope of Photojournalism: Photographers as Social Documentarians - FSA Photographer.

Unit – II

Sports Photojournalism- War Photojournalism- Glamour Photojournalism-Spot News Photojournalism Travel Photojournalism - Wildlife Photojournalism, Composition and rules in Photo Journalism - limitations in photo Journalism-Realistic Approach

Unit – III

Photo journalism in perspective - News papers - Weekly News Magazine - Eye witness - Methods and Techniques - Politics and Realism -Spot News -Instant Reports - Reporters as Allies -Editorial Thinking Print Media –

Unit-IV:

Photography Law – Photographs as an Evidence - Defining ownership of Photograph and Digital Images - Photographing in Private Campus – Photographing Models – Ethics of Posing - Photographing Obscenity - Libel and Photography – New Digital Dilemma – The legal Consequences and Remedies.

Unit-V:

Digital Technology – Digital Libraries – Electronic Publishing –Digital Journals – Internet News Paper.-Contemporary Photojournalists- Indian & International.

Internal Exam: Unit Test I & II of each 25 marks

Books recommended

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

4th Semester (2nd Year)

PH17B4.1C: DIGITAL IMAGING TECH. – I

Unit I

1. Introduction to Power Point
2. The screen Elements of point
3. The presentation window
4. Saving presentation
5. Closing presentation

Unit-II

1. Drawing objects in power point
2. Adding clip arts to presentation
3. Inserting pictures
4. Final presentation

Unit-III

1. Introduction to Adobe Photoshop
2. Tools
3. Create new file
4. Open an existing file
5. Selection tools

Unit –IV

1. Cut, copy and paste
2. Move crop and zoom tools
3. Paint brush, paint bucket and gradient
4. Eraser, eyedropper and clone stamp
5. Burn, dodge and smudge tools

Unit-V

1. Image Adjustments
2. Back ground changing
3. Adding text
4. Adding Layers
5. Poster Design

- Assignments:**
1. Prepare a PPT with your own Picture (20) on any social awareness topic.
 2. Create posters using your own picture, using Adobe Photoshop.
 - a) Pollution
 - b) Save Water
 - c) Traffic awareness
 - d) Use of cell phone.

PH17B4.2C: FASHION PHOTOGRAPHY

UNIT – I

Fashion Photography overview – Fashion Concepts – Fashion Photography Ideology – Fashion Photography in Indian scenario –

UNIT – II

Categories of Fashion Photography – Beauty Shots – Portraits – Hair - Make Up – Products – Textiles

UNIT – III

Fashion Photography equipment – Cameras – accessories – Lighting equipment – Props & Accessories. - Famous Indian Fashion Photographers –

UNIT – IV

Fashion Photography & Life Style/ Life style products - Fashion Photography and Advertisements – Impact of Fashion Photography on Marketing.

UNIT – V

Fashion shoot - Planning –Mood board – Equipment/ Props – Shooting schedule - Fashion shoot on Textile products.

Books Recommended:

1. Beauty Shots By Alex Larg & Jane Wood.
2. Fashion Photography Pro lighting Series.
3. Fashion Photography by Freeman.
4. Pro Lighting Series

Assignments:

1. Fashion Portrait
2. Beauty
3. Glamour
4. Cosmetics
5. Textile Product

PH17B4.3C: PRODUCT PHOTOGRAPHY

Unit – I Overview of Product Photography - Product Photography significance – role in promotion of products - categorization of products –The lighting Equipment – Types of lighting units – Accessories – Digital Lights - Study of Concepts – Accessories - Props – Backgrounds –Light Tent

Unit – II Understanding Materials – Lighting for different Materials
Metal / Steel / Shiny- Glass / Transparent - Liquid
Shooting Script – Lighting Schemes – Exercises for every Material

Unit – III Leather- Cloth - Black Objects - Self illuminating / Digital Displays
Shooting Script – Lighting Schemes – Exercises for every Material

Unit – IV

Electronic Products - House Hold Products - Liquid Products - Executive Products - Packed Food – Shooting Script – Lighting Schemes – Exercises for every assignment

Unit – V

Conceptual Photography - Shooting for Advertisement – Lay out design – Shooting according to Layout – Make a Final output to 8"x12" Print.

Books Recommended:

1. New Product Shots by Alex Larg & Jane Wood.
2. Lighting for Food & Drink by Steve Bavister.
3. Practical Photography by Michael Freeman.
4. Magazines vide WEB.
5. Magazines on Advertising.

- Assignments:** 1. Liquid Products - Such as Fragrance or Beverage Bottles etc.
2. Household Products – Such as Kitchenware, cookers, Kettle etc.
3. Electronic Products – Such as Shavers, Watches, Cell Phones etc.
4. Cosmetic Product – Beauty & Makeup etc.
5. Executive Products – Executive Etiquette

PH17B4.4C: MASS COMMUNICATION

UNIT-I

Mass Communication – Communication Process - Theories of Communication– The impact of mass communication - Role of mass communication –

UNIT-II

Origin of Print Media - Process of Development –News Papers - Magazines – Books – Electric and electronic media - Radio - Television – Computer -Satellite.- Development of print media in India - Press council - The role of Press in community development

UNIT – III

Information technology in India - Broad Casting Media in India – Prasar Bharati – Television – Satellite broad casting in India – Digital Video Broad Casting.

UNIT-IV

Radio as Communication media – Types of Network – AIR – AM – FM – Short Wave - Community Radio – Campus Radio - Internet Radio.

Books Recommended

1. Indian Media Bussiness- Vanita
2. Medium is the Message – Marshal Mcluhan
3. Mass Communication in India - Keval J. Kumar
4. Theories of Communication – Denis Mc Quail.

Internal Exam: Unit Test I & II of each 25 marks

5th Semester (3rd Year)

PH17B5.1C: Digital Imaging Tech. –II

UNIT – I: Image processing - various Photo Editing software's.

UNIT – II: Photoshop Applications & Methodology

UNIT – III: Adobe Photoshop Special Effects Filters.

UNIT – IV: Photo Stitching -Panoramic Images.

UNIT – V: Photomontages – Photo collages.

Books Recommended:

1. Adobe Photoshop series books by Pearson Publications.

Assignments:

1. Architecture (Perspective Control in Photoshop)
2. Landscape (Before & After Photoshop)
3. Photo Stitch
4. Panorama
5. Night Photography

PH17B5.2C: FOOD PHOTOGRAPHY

UNIT - I

Types of foods - Geographical Foods – Indian – Chinese – Italian – Mexican - Continental

UNIT - II

Characteristics of Food Items – Food & Etiquettes – Food & Cutlery – Food Ingredients –Food & Life style -

UNIT - III

Categorization of Food items – Appetizers – Beverages – Cooking Techniques – Soups & Juices – liquids – Desserts & Ice creams –

UNIT – IV

Food Grains & Cereals – Bakery products – Oils & Fatty Foods — Vegetables & Fruits – Sea Food – Poultry & Meat products – Snacks & Meals - Eggs & Salads - Food Grains & Cereals – shooting script – lighting schemes – exercises

UNIT – V

Food Style – Role of Food Stylists -The Studio for Food photography – The Lighting Equipment – Props & Backgrounds – Shooting techniques – study of food Photographs -

Books Recommended:

1. Pro Lighting Series
2. Lighting for Food & Drink Photography by Steve Bavister
3. Food in Focus by Charlotte Plimmer
4. Contact (3) Food & Drink Photographers

Assignments:

1. Bakery product
2. Sea food product
3. Ice Cream
4. Food Styling

PH17B5.3C: MINI PROJECT

The students are given the opportunity to select any Topic, Concept, Theme subject or subjects and undertake critical study in Print Media at the end of Semester.

The students have to submit 8 prints of 12"x18" size neatly mounted towards evaluation followed by exhibition.

PH17B5.4C: APPLIED PHOTOGRAPHY

UNIT-I

Applications of Photography- Agriculture – Sports – Table Top – Commercial Photography – Architectural photography (Interiors and Exteriors) – Jewellery Photography – People Photography.

UNIT – II

Scientific application - Ultra Violet photography - Infrared Photography – Forensic Photography

UNIT – III

Industrial Photography - Shooting Machineries - Shooting large Industrial set up - Techniques involved in shooting.

UNIT – IV

Close-up Photography - Micro photography - Macro Photography - Supplementary lenses - Extension Tubes and Bellows

BOOKS RECOMMENDED

1. Experimental Photography by John Warsen.
2. Photography by Barbara Upton and John Upton.
3. Hand book of Photography (5th edition) by Foils and Lovell.
4. Focal encyclopedia of Photography by Michael Langford

Internal Exam: Unit Test I & II of each 25 marks

6th Semester (3rd Year)

PH17B6.1C: BASIC VIDEO TECH.

UNIT -1

1. Operation of Video Camera
2. Gain Control
3. White Balance
4. Focusing
5. Viewfinder

UNIT – II

1. Lens
2. Aperture
3. Filters
4. Shutter speed
5. Zoom Control

UNIT – III

1. Panning
2. Tilting
3. Tracking
4. Zoom
5. Dolly.

UNIT-IV

1. Shot Divisions
2. Close up
3. Medium Shot
4. Long Shot
5. Establishing Shot

UNIT-V

1. Camera Supports
2. Tripods
3. Lights
4. Coverage of Interview
5. Using different microphones.

Books Recommended

1. Television Production Gerald Miller son.
2. Television Production Hand Book by ZETTL
3. Web resources for magazines.

Assignments:

1. Basic Camera Movements
2. Types of Shots
3. Studio Interview

PH17B6.2C: VIDEO POST PRODUCTION TECH.

Unit I: O.S.: Introduction to OS – Mac – Menu Symbols – Finder – App Switcher – Doc – Working with text – Screenshots – Managing windows & Dialogues – Dashboard – Spotlight – Spaces – Startup, Restart, Shutdown & Sleep – Safari – Preview.

Unit II: Conversion: Introduction – Audio Formats – Video Formats – Image Formats – MPEG Stream clip – Toast Titanium – FLV Crunch and other conversion software's - Convert to DV, AVI, MPEG 4 – Audio – other Formats – Image sequence – Export Frame.

Unit III Editing Software's: – Introduction to Editing software's- Video Editing apps- FCP X – Using the interface – Importing – DVD- Blue Ray – Mini DV, HD – SC card – CF Card. Browser.

Unit IV: Event Viewer – Timeline – Library – Event – Project – Inspectors – Editing basics – Audio – Transitions - Titles - Effects - Generators – Freeze Frames – Markers – Share - Master file - Apple Devices - Compressor.

Unit –V: Creating titles – News Editing – Program Editing – Promo Editing.

Assignments:

- Types of Conversion
- Capture and Publishing
- Title Creation
- News Editing
- Promo

Books Recommended

- FCP Catalogue
- Web Resources.
- Amazon Publishers on FCP
- Peach pit Publications on FCP

PH17B6.3C: PORTFOLIO

The students are given the opportunity to select any topic, concept, theme, subject or subjects and undertake critical study in Print Media at the end of Semester.

The students have to submit 15 prints of 12"x18" size neatly mounted towards evaluation followed by exhibition.

PH17B6.4C: BASIC VIDEOGRAPHY

UNIT – I

History – Evolution of video - cathode ray tube – How Video works -Different video systems - Beta Max. - Video 2000 - VHS – U-matic -Beta cam - Digital video - SVHS - VHS-C - Video-8 – Mini DV – DV CAM- DVC Pro - Different types of camcorders - CCD camcorder - Video tape – Batteries – Chargers.

UNIT – II

Video camera - parts of the video camera - Gain control - white balance - cables – Understanding Camera - basics of sound - microphones - monitoring the sound - manipulating the sound - sound recorders – earphones. The lens - focusing - the view finder - colour correction - aperture and depth of field - handling the camera - tripods - monopods – the moving camera walking-shots panning - tracking. Picture - power cables.

UNIT - III

Natural light conditions - Low light - light and accessories building -Lighting setup - Lighting the image - lighting for realism – mixed lighting - special effects lighting –color-quality of the light - lighting problems – light and exposure.

UNIT - IV

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

UNIT-V

Planning - Set up and shooting recording – Storage – Pre Production – Post Production – Single & Multi Camera Operation.

Internal Exam: Unit Test I & II of each 25 marks

7th Semester (4th Year)

PH17B7.1C: ADVANCE POST PRODUCTION TECH.

Unit I :

Compositing: Compositing setting up the project – Keying a green screen – Solving Problems – Auditioning Problems/ Background – Color Grading – Animating – Custom text – Sound FX Music mixing – Share.

Unit II:

Multicam Editing: Synchronize - Combine different video formats - Combine different image sizes - Combine different frame rates - Combine video, audio, and still images in the same multicam clip- Setting a Sync Point – Automatic – Time code – Content Creation – First frame – First marker. – Skimmer – Trimming a Multicam clip.

Unit III :

Color Grading: Balance Color - Match Color - Manual color correction - key elements - flesh tones - Balance all the shots in a scene to match - Correct errors in color balance and exposure - Match color between clips automatically - Manual color correction overview - Save and apply color correction presets.

Unit IV :

Share: Master file – Makes an H.264 or MPEG-4 Movie – Burn SD DVD – Burn Blue ray disc – Export to QuickTime movie, YouTube, Face book, Publishing to apple Devices – Blue ray, Vimeo & QuickTime – Exporting using compressor.

Assignments:

- Ad Making (Blue Screen/Green Screen)
- Multicam Editing (Interview)
- Documentary
- Short film.

PH17B7.2C: PROFESSIONAL VIDEO TECH.

UNIT I: Story Board

UNIT II: News Anchoring

UNIT III: Interview

UNIT IV: Soft News Story

UNIT V: 1 Minute Short Film

- Assignments:**
1. Interview
 2. Soft News Story
 3. 1 Minute short film.

PH17B7.3C : PROFESSIONAL VIDEOGRAPHY

Unit – I

The Television studio - TV studio lay out -The Production control room - Master Control – Service and support areas - Studio rehearsals

Unit - II

- Camera operations. Television team- lighting for TV studio- Light control units- Lighting for keying, keying backgrounds.

Unit - III

Types of TV Production Cameras-SD, HD, types of view finders, camera accessories- tripods, dolly, auto cue.

UNIT - IV

PCR-Switcher, keying, audio control unit-microphones wireless, lapel, cordiod microphones, camera control unit white balance, colour correction, MCR

BOOKS RECOMMENDED

1. Television Production Gerald Millerson.
2. Television video systems by Bernand Grab.
- 3 Complete book of video by David Chershirs.

Internal Exam: Unit Test I & II of each 25 marks.

PH17B7.4C: CINEMATOGRAPHY

UNIT - I

Brief history - Type of Cameras -components of movie camera - working principles of camera -Persistence of vision - Intermittent mechanism - Magazines - matte box – Introduction to Digital Cinematography - Cinematography terminology

UNIT – II

Motion Picture Filming Techniques - camera movements & Angles - panning - tilting - trolley shots - crane shots - steady cam - Transition - Camera speed - Fast motion - Slow motion - Stop motion - time lapse - shot division - continuity - stage techniques.

UNIT – III

Lighting Equipment & Accessories - various light units - HMI - Day lights -HMI arc Iodine lamp - Reflectors - cutters - Barn doors - Skimmers -Lighting techniques Digital Lighting Units – Power Supplies and outputs.

UNIT – IV

Movie film types and sizes - movie film processing - equipment and procedure - Editing - machinery and techniques of editing - Film synchronization -film slicing - types of joints - film unit - sound addition to film - optical sound track - magnetic sound track - - advantages of magnetic recordings - processing sound film - photographic sound reproduction - Digital Editing - Digital Intermediate - AVID Editing – FCP Editing - digital sound track – Titling - VFX.

UNIT – V

Projection - Principles - Equipment and Techniques - Operations Personal Film - Factual Film - Fiction Film - Theme - Treatment - Script writing.

BOOKS RECOMMENDED:

1. Movie photography by Davi Chessire

2. Principles of Cinematography by Leslie J wheeler
3. Cine Craft by J David Bealand
4. Cinematography by Joseph V.Marcelli.

Unit Test I & II of each 25 marks.

8th Semester (4th Year)

PH17B8.1C: Practical Training / Internship

A student needs to select his choice of field (Still Photography/ Videography/ Cinematography (Cameraman/Editing/ Gladding etc.) Editing still picture using Photoshop/TV Channel (Camera Section/News/ Editing etc.) Press Photography/ Advt. Photography) and he should go to a specialized organization, working with them practically and present a Thesis Book (in the prescribed format) a Thesis Book (in the prescribed format) including some of the works, he has done at the organization during his stay.

- 1) Letter of Indent
- 2) Letter of acceptance
- 3) Thesis Book

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

PH17B8.2C: THESIS

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

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

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