

**BACHELOR OF FINE ARTS  
IN  
PHOTOGRAPHY**

**Syllabus for  
MFA (Photography)  
Entrance Examination**

**SYLLABUS**



**College of Fine Arts  
Jawaharlal Nehru Architecture and Fine Arts  
University  
Mahaveer Marg, Masab Tank, Hyderabad – 500 028.**

## I YEAR I SEM.

### HISTORY OF PHOTOGRAPHY

#### **Subject Code No: 112T**

##### **UNIT- I (4 BC TO 1827 AD)**

Camera Obscura - - Leonardo-da-Vinci - Daniel Barabaro - John Henry Schultz - Thomas Wedgewood -- Joseph Niecephore Niepce.-

##### **UNIT-II (1828 TO 1860)**

Loius Jacques Monde Dagurre - Daguerreotype process - Calotype process - Wet collodion process - - Charles Negre - Gustave Le gray - - Roger Fenton.

##### **UNIT-III (1860 TO 1900)**

The Gelatin Emulsion - Masters of photography. - Mathew B. Brady - Nadar - - Julia Margaret Cameron - Carlton Eugene Watkins -Ansel Adams - Early Images of war - Early Travel Photography - Early Pictorial Photography - Motion in Photography-Early Portrait Photography..

##### **UNIT - IV (HISTORY OF INDIAN PHOTOGRAPHY (1840 TO 1900)**

Importance of photography before independence - Photojournalists and Free lancing - Amateurs on and after Indian Mutinyin 1857- Indian Photographers Dr. Naryan Dajee - Lala Deen Dayal - -Raja Savai Man singh.

##### **UNIT -V (HISTORY OF INDIAN PHOTOGRAPHY 1900 ONWARDS)**

Honors of Deen Dayal before 1905-06 - His establishments at Hyderabad - Early Photography Societies and its impact on Indian <sup>3</sup>hotography - Federation of Indian Photography - India International <sup>4</sup>holographic council - Contemporary Indian Photographers - Atul Lasbekar, Mittal Bedi Brother - O.P. Sharma - Goutham Radhyesa - Dr. G. Thomas - Dr. N,Bhagwandas - O.C. Edwards - Raghubir Singh - Raghu Rai - T.N Perumal - Raja Thriambak Raj Rau Bhahadur- P.N.Mehara -

##### **BOOKS RECOMMENDED**

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

Assignment: 1. Prepare a Book on History of Photography with an emphasizing Indian Photographer.

2. Unit Test of 20 marks.

### BASIC PHOTOGRAPHY

#### **Subject Code No: 113T**

##### **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 – Convergent Technologies.

### **BOOKS RECOMMENDED:**

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

Assignments: Unit Test I & II of each 20 marks.

## **PHOTO AESTHETICS**

**Subject Code No: 114T**

### **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.

Assignments: Unit Test I & II of each 20 marks.

## **BASIC PHOTO TECH**

**Subject Code No: 115 P**

### **UNIT-I**

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

### **UNIT-II**

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

### **UNIT-III**

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

## **UNIT-IV**

Out door light Portrait  
Bounce light portrait  
Ambient light portrait  
Window light portrait

- Assignments:
1. Basic light portrait
  2. Low Key/Height 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.

## **PHOTO AESTHETICS TECH**

**Subject Code No: 116P**

### **UNIT – I**

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

### **UNIT – II**

1. Principles of design.
2. Concepts of Geometry.
3. Tonal Values.
4. Perspective
5. Space / Depth

### **UNIT – III**

1. Vertical Composition
2. Horizontal Composition
3. Dynamic Composition
4. S - Composition
5. L – Composition

## **UNIT-IV**

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

## **UNIT – V**

1. Still Life
- 2 Landscapes
3. Architecture (Interiors & Exteriors)
4. Photo Montage
5. Contour

### **Books Recommended**

1. Anatomy of a picture by G.THOMAS
2. Creative Photography Aesthetic trends by Helmut Gernsheim

Assignments:

1. 2 Pictures of your choice line compositor
2. B & W Design pattern and colour design pattern
3. Point of Interest
4. Still life
5. Land Scape
6. Architecture (Interiors & Exteriors)
7. Photo montage / Collage

All above assignments should be mounted with Technical details

## I YEAR II SEM.

### **SUB : DIGITAL PHOTOGRAPHY**

**Subject Code No : 122 T**

- 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 3<sup>rd</sup> Edition
4. Web Resources.

Assignments: Unit Test I & II of each 20 marks.

### **SUB: COLOR PHOTOGRAPHY**

**Subject Code No 123 T**

#### **UNIT - I**

Origin - Early attempts – Hand coloring – Koda Color – Agfa color- Color spectrum - Primary colors and secondary colors – Visible Spectrum.

#### **UNIT –II**

Colour Contrast – Colour Harmony -Colour Temperature – Additive colour – subtractive color \_ R & B / CMYK Color.

#### **UNIT – III**

Colour vision - Colour psychology - Color Synthesis – Color Negative film process – color positive – colour Theory - Negative and Positive colors - Warm colors - Cool colors - Colour balance.

#### **UNIT- IV**

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

#### **UNIT- V**

Characteristic of color - Strong color -Muted color – Isolated Colour - Colour hue - color wave length - Grey card.- Mac Beth Color Chart.

#### **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 Jeorge Wakefield.
4. Color Printing in Practice by Jack Tailor. ,
5. Ansel Adams Guide to Basic techniques of Photography.

Assignments: 1. Color chat/Color wheel  
2. Visible Specturm

Unit Test – I & II of each 20 marks.

### **SUB: BASICS OF COMPUTERS**

**Subject Code No: 124T**

#### **UNIT – I**

What is computer - Characteristics of computer - Types 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 - First Generation (1924-1955) – Second generation (1955-1964) - Third Generation (1964-1975) - Fourth Generation (1975 onwards) - and fifth Generation - Their advantage and disadvantages.

### **UNIT III**

Components of computer - Hardware - Central Processing Unit (CPU) - Primary storage section - Arithmetic logic unit - Control unit – Memory speed - bits and bytes.

### **UNIT IV**

Input Devices - Keyboard - Mouse - Joystick - Trackball - Light pen - Magnetic scanner - Touch screen - Microphone.

### **UNIT V**

Output devices - Monitor - External storage devices - Floppy disk – compact disc – Hard disk - Printer- Software - Types of software - operating systems - Application of software - System software - languages and packages –Basics of disk operating systems - Introduction to MS-WORD

### **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.

Assignments: Unit Test I & II of each 20 marks.

## **SUB: DIGITAL PHOTOGRAPHY TECH**

### **Subject Code No: 125P**

**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.

**UNIT – III** Shooting with manual Settings Auto Exposure Modes in Indoor & Studio Exercises.

**UNIT – IV** Studio Portraiture – Out Door Portraiture.

**UNIT – V** Landscape – Architecture – Close up

Assignments:

1. Studio Portrait
2. Land scrap
3. Out portrait
4. Close up

## **SUB: COLOR PHOTOGRAPHY TECH**

### **Subject Code No: 126P**

**UNIT – I** Color Contrast - Colour Harmony

**UNIT – II** Dawn to Dusk. (Early morning to late after Sunset same subject same framing)

**UNIT – III** Strong Colour – Muted Colour.

**UNIT – IV** Isolated Colour – Color space

**UNIT – V** Color printing Commercial labs – working Mechanisms – Scanner – Printer – color Printer – Lazer – Inkjet – Offset - – Color Management -

Assignments:

1. Colour Prints on different surfaces of same subject.
2. Colour Harmony / Contrast
3. Sun Rise, Sun set (Different sky patterns)

## II YEAR I SEM.

### ADVERTISING PHOTOGRAPHY

**Subject Code No: 211 T**

#### UNIT - I

Evolution of Advertising - The age. of technology Print media - News papers - Magazines - Electronic media - Radio –Television - Luterult.

#### UNIT - II

Role of advertising - Advertising to the consumer - Advertising to business and professional - Advertising to services - Advertising approaches -

#### UNIT - III

Advertising agency - 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

Media - Media strategy - Distinguish between marketing and advertising - roles - the chief characteristics of the people in our target market - where is the product distributed - the best timing for our advertising schedule - what is the competition doing - media strategies- 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 - model release-Property release.

#### BOOKS RECOMMENDED

1. Otto Kepleners Advertising Procedure 9th edition.
2. Advertising excellence by Bovieethill Dovel - wood.
3. Complete encyclopedia of Photography by Michael Langford.

Assignments: Unit Test I & II of each 20 marks.

## SUB:COMPUTER GRAPHICS & MULTIMEDIA

**Subject Code No: 212T**

#### UNIT – I

Definition of Multimedia - Importance of Multimedia - the growth of Multimedia - impact of multimedia on society - privacy - encryption -and the clipper chip - censorship - protectionism.

#### UNIT – II

Multimedia computer - system unit - CPU - RAM – Graphic Card - Pointing device --Accessories - CD - Rom - DVD – Blue Ray - Digital audio - speakers - digital video – MIDI - Read and write storage - Hard disk - SCSI – Video File formats .

#### UNIT – III

Communication options - modem - network - Internet connection – Router - Application and development of multimedia - presentation packages - power point authoring - Electronic publishing. - Scanners - hand held scanners - flat bed scanners –Transparency scanner.

#### UNIT – IV

Color space - defining resolution - color resolution - image resolution image formats - Bitmap - graphics - vector graphics – compression formats.

#### UNIT – V

Image processing with Adobe photo shop CS 5 OR After Effects – Macromedia Flash basics - image conversions - color model - size and resolution - basic selection tools - layers - defining areas with paths - working with selections - fills - feathering - copy and paste - spatial effects - channels and masks.

#### Books Recommended

1. Multimedia studio for windows by. Jeff Burger
2. Multimedia literacy by Fred T. Hof stetter

Assignments: Unit Test I & II of each 20 marks.

## **APPLIED PHOTOGRAPHY**

**Subject Code No:213T**

### **UNIT-I**

Forms & Specializations in Photography - Agriculture – Sports – Table top – Commercial Photography – Architectural photography – Interiors Photography – Jewelry – People Photography – war Photography -

### **UNIT – II**

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

### **UNIT – III**

Medium format - Large format cameras - working principles - camera movements - tripods – Digital Backs - Industrial Photography - Various branches - Interactions - Shooting machineries - Shooting large Industrial set up - Techniques involved in shooting.

**UNIT – IV** Aerial Photography – Astro Photography - Medical & Bio Medical Photography – Underwater Photography.

**UNIT – V**- Closeup Photography - Micro photography – Microfilming - zone system -exposure values. 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

Assignments: Unit Test I & II of each 20 marks.

## **SUB: PRODUCT PHOTOGRAPHY TECH**

**Subject Code No: 214 P**

**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 - Models – Locations – hiring of studios – equipment.

### **Unit – II**

**Electronics Products** - Shooting Script – Lighting Schemes – Exercises.

### **Unit – III**

**House Hold Products** - Shooting Script – Lighting Schemes – Exercises

**Liquid Products** – Shooting Script – Lighting Schemes – Exercises.

### **Unit – IV**

**Executive Products** - Shooting Script – Lighting Schemes – Exercises. - Concept Photography - Shooting Script – Lighting Schemes – Exercises

### **Unit – V**

Industrial Photographer – Lighting in Natural & Artificial

### **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 Product (with model / without model)  
2. House hold Product  
3. Electronic Product  
4. Cosmetic Product

Note: All the above assignment should be printed on 8"x10" size with mounts along with shooting details.

## **COMPUTER LAB TECH**

**Subject Code No 215 P**

### **UNIT-I**

1. Operation of computers.

2. Keyboard.
3. Mouse.
4. Speakers

#### **UNIT – II**

1. Introduction to MS word
2. Creating a document.
3. Moving through document.
4. Saving a document.

#### **UNIT – III**

1. Editing a document
2. Copy, Cut, and Paste options.
3. Formatting Document.
4. Creating bullets and numbers.

#### **UNIT – IV**

1. Changing the case of the text.
2. Intending text with tabs.
3. Controlling fonts.
4. Creating column wise document..

#### **UNIT-V**

1. Page set up.
2. Creating header and footer.
3. Inserting pictures.
4. Creating mail merge document.

- Assignment:
1. Creating a “Folder” in a particular drive and storing/saving a file in that Folder.
  2. Making of a Table
  3. Making a greeting card using MS word.

## **SUB: FINE ART PHOTOGRAPHY TECH**

### **Subject Code No: 216 P**

#### **UNIT I**

Overview of fine art photography – Painting & Photography Relations – Pictorialism - Aesthetics of Fine Art photography – light – shade – objects – shape – form – line – texture – pattern - Exploring concepts Abstract – still life – nude – portraiture – character portraiture – candid - Fine art

photography - Commercial considerations - Fine Art & Computer Graphics – New form of Fine Art – Digital Photography - Portraiture Indoor & outdoor – Male - female - child –Character – candid.

#### **UNIT – II Landscape**

1. Nature
2. Architecture
3. Skyscape
4. seascape
5. Urban & rural

#### **UNIT – III Still life**

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

#### **UNIT – IV Digital Abstract**

1. Collage
2. Panoramas

#### **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.
6. Web Resources.

- Assignments:
1. Land scape
  2. Sky scape
  3. Sea scape
  4. Panorama
  5. Conceptual Still life
  6. Architecture (Interior/Exteriors)

All in 8”x10” mounted with technical details.

## II YEAR II SEM.

### **Sub: Photo Journalism** **Subject code no: 221 T**

#### **Unit – i photo journalism**

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 documentaries - fsa photographers - visual awareness.

#### **Unit – ii types of photojournalism**

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 applications of photojournalism**

Photo journalism in perspective - snap shots -news papers - weekly news magazine. - Eye witness - methods and techniques - politics and realism -spot news - photo feature - photo sequence-

#### **Unit-iv: editorial**

Instant reports - reporters as allies - ethics of posing -editorial thinking print media – overview – digital technology – digital libraries – electronic publishing –digital journals – internet news paper.

#### **Unit-v: ethics**

Photography law – photographs as evidence – defining ownership of photograph and digital images – what is obscene – taking photographs of a patient – photography in court –court room rules. - photographing ancient monuments – taking photographs of open sceneries – covering public functions – photographing in private campus – photographing models – photographing the nudes – snap shots of illegal act - importance of model release forms – privacy question appropriation – intrusion – publication of private matters – court room rules – libel and photography – new digital dilemma – the legal consequences and remedies.

Famous photojournalists – international - felica beato – robert capa –henri carter bresson – ernest haas –steve macurrry - indian – raghu rai – raghubeer singh -

#### **Books recommended**

1. Photo journalism by frank p.hog
2. Documentary by David Schiefelds.
3. Photo journalism by B.K. Deshpande.
4. Photo journalism – the professional approach by Kenneth Kobre.
5. Modern news structure in print media& electronic media.

- Assignments:
1. EDFAT
  2. Environmental Portrait
  3. Street Life (Series of 6 Pictures of 6"x4")
  4. Sports Photos
  5. Photo Sequence
  6. Photo Feature

All in 8"x10" mounted with write up

### **Sub: ENVIRONMENTAL STUDIES** **CODE 222T**

#### **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.

- a) **Forest resources:** Use and over-exploitation, deforestation, case studies. Timber extraction, mining, dams and their effects on forests and tribal people.
- b) **Water resources:** Use and over-utilization of surface and ground water, floods, drought, conflicts over water, dams-benefits and problems.
- c) **Mineral resources:** Use and exploitation, environmental effects of extracting and using mineral resources, case studies.

- d) **Food resources:** World food problems, changes caused by agriculture and overgrazing, effects of modern agriculture, fertilizer-pesticide problems, water logging, salinity, case studies.
- e) **Energy resources;** Growing energy needs, renewable and non renewable energy sources, use of alternate energy sources, case studies.
- f) **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 possibi~ 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)

Assignments: Unit Test I & II of each 20 marks.

## **Digital Imaging Tech-1** **223 P**

### **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. Print scanning
2. Image editing
3. Back ground changing
4. Adding text and layers
5. Photo colleague

Assignments: 1. Prepare a P Pt with your own picture (20) on any social awareness with Tilter, Audio, etc.  
2. Create 4 posters using your own picture, using Adobe Photoshop.  
a) Child Labour b) Pollution c) Traffic awareness  
d) use of cell phone

## **SUB: PHOTO JOURNALISM TECH** **224-P**

### **Unit I:** EDFAT

**Unit-II:** Candid Photography, Environmental Portrait, Men at Work, Child Labour, Street Life.

**Unit III:** Culture, traditions, life style, food, monuments, festivals, article writing on travel photography

**Unit IV:** Photo sequence, Photo feature, Photo editing, sports photo journalism.

**Unit V:** Documenting\_Events, processions, boycotts, spot news stories (accidents, robbery, political news, fashion shows, launching of products) soft news stories (water problem, child labor, global warming)

## **SUB:FASHION & FOOD PHOTOGRAPHY TECH**

### **Subject Code No: 225 P**

#### **UNIT – I**

Fashion Photography overview – Fashion Concepts – Fashion Photography Ideology – Fashion Photography in Indian scenario -Categories of Fashion Photography – Beauty Shots – Portraits –Hair - Make Up – Products –Textiles - Fashion Photography equipment – Cameras – accessories – Lighting equipment – Props & Accessories. - Famous Indian Fashion Photographers –Fashion Photography & Life Style/ Life style products - Fashion Photography and advertisements – Impact of Fashion Photography on Marketing.

#### **UNIT – II**

Fashion shoot - planning –mood board – Equipment/ props – shooting schedule - Fashion shoot on Textile products.

#### **UNIT - III**

Types of foods - Geographical Foods – Indian – Chinese – Italian – Mexican - Continental – Characteristics of Food Items – Food & Etiquettes – Food & Cutlery – Food Ingredients –Food & Life style -

#### **UNIT - IV**

Categorization of Food items – Appetizers – Beverages – Cooking Techniques – Soups & Juices – liquids – Desserts & Ice creams – 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. Beauty Shots By Alex Larg & Jane Wood.
2. Fashion Photography Pro lighting Series.
3. Fashion Photography by Freeman.

- Assignments:
1. Fashion Portrait
  2. Soap product
  3. Textile product
  4. Bakery product
  5. Sea food product
  6. Ice Cream
  7. Food Sky lines

## **PORTRAIT PHOTOGRAPHY** **226 P**

#### **UNIT I: LIGHTING & EQUIPMENT**

**UNIT II: CHARACTERSTIC PORTRAIT** - Lighten for different predominant faces (Big forehead/chin/nose, etc.)

#### **UNIT III: WINDOW LIGHT PORTRAIT**

**UNIT IV: GLAMOUR PORTRAIT / CHILD PORTRAIT / CHARACTER PORTRAIT**

**UNIT V: WEDDING PORTRAIT – ON LOCATION – PROPOSAL PORTRAIT**

### III YEAR I SEM.

## **SUB: MASS COMMUNICATION**

**Subject Code No: 311 T**

### **UNIT-I**

Mass Communication - Means of mass communication - Aspects of communication Process – The impact of mass communication - Role of mass communication in daily Life –Functions of mass communication and social contacts - Information instruction – Entertainment – Surveillance - correlation - Interpretation Social utility - Content and Contexts – Transmission values - watch dogging.

### **UNIT-II**

A. V for Communications -. Public relation - The Public relation programs - Information gathering - Planning - Getting the message across - Thinking visually - Developing a Concept - Understanding the audience - Planning & Budgeting - Preparation of Script - using still photography - - Using computer graphics – Film Slide tape shows - power point Slide tape Shows – Sound – Narration and Voice –over – Slide Tape Programming - Editing - - Editing sound.

### **UNIT-III**

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 - Pre independence period-Post Independence period – Press council - The role of Press in community development - Information technology in India.

### **UNIT – IV**

Broad Casting Media in India – An Overview – Prasar Bharati – Broadcasting Agencies – Television – Satellite broad casting in India – Digital Video Broad Casting – Understanding the place of Television in Mass Communication – Indian Radio – Radio as Communication media – Types of Network – AIR – AM – COMMUNITY RADIO – CAMPUS RADIO - INTERNET RADIO – Short Wave – FM.

### **UNIT-V**

Internet & Web Communication - Brief History meaning and difference – Internet Structure – Applications & Utilities - E-Mail –File Sharing – Messaging – Fax –Voice over IP – Internet & Society – Internet & Marketing – www –Functioning – Infrastructure – HTTP –URL –web resources – Web Browsers -

### **BOOKS RECOMMENDED**

1. Introducing mass communication 2nd edition by Michael W. Gamble and Terikwal Gamble
2. The dynamics of mass communication 4th edition by Joseph RDominick.
3. News Reporting & Editing – Suhas Chakravorthy.  
Mass media in the information age by Thomas M.Pasgna, Jr. James, K. Buckalew and Robert E.Rayfield, James W. Tankard, Jr.

Assignments: Unit Test I & II of each 20 marks.

## **Mass Communication Tech.** **312 P**

Visiting the news agencies, print media & Broad casting Media-Report on visit.

Critical review on feature film/documentary.

News photography.

Caption writing, cut lines, report writing on the events, article writing and synopsis.

## **Digital Imaging Tech – II** **313 P**

**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 – Photomontages – Photo-Collages

**UNIT – V:** Projects.

**Books Recommended:**

1. Adobe Photoshop series books by Pearson Publications.

**Mini Project:**  
**314 P**

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 submit 8 prints of 12” x 18” Size neatly mounted towards Evaluation.

**III YEAR II SEM.**

**Basic Videography T**  
**321 T**

**UNIT – I**

History – Evolution of video - light into electricity - 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**

In side camera - Pick-up tube - Single tube camera system - Multi tube Camera system - U-matic - Low band - High band - Beta cam – HDV - and Electronics - Natural light conditions - Low light - light and accessories building -Lighting setup - Lighting the image - lighting for realism - mixing light - special effect lighting - color quality of the light - lighting problems – light and exposure.

**UNIT - IV**

Video signals - color analysis - color mixtures - light and shade - Transmitting colors - Television picture - Television screen – Television transmission through Satellite.

### **UNIT-V**

The Television studio - The Production control room - Master Control – Service and support areas - Studio rehearsals - Camera operations. Television production - Television team - Planning - Set up and shooting recording – Storage – Pre Production – Post Production – Studio & Outdoor recording – Single & Multi Camera Operation.

Assignments: Unit Test I & II of each 20 marks.

## **SUB: CINEMATOGRAPHY** **322 T**

### **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.

Assignments: Unit Test I & II of each 20 marks.

## **SUB: BASIC VIDEOGRAPHY TECH** **323-P**

### **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 ZETTTL
3. Web resources for magazines.

Assignments: 1. Basic Camera movements  
2. Basic shooting

## **VIDEO POST PRODUCTION TECH** **324 P**

#### **Unit – 1**

Understanding Non-linear FCP Equipment & Controls.

#### **Unit – II**

Understanding User Interface of FCP Software – Various Commands.

#### **Unit – III**

Creation of Files – opening of Files – Capturing – Types of Capturing – Preview for EDL.

#### **Unit – IV**

Editing – Editing Methods & Techniques imports – Storage –Selection – Synchronization.

#### **UNIT – V**

Creation of Titles – Special Effects – Rendering – Output.

#### **Books Recommended**

1. FCP Catalogue
2. Web Resources.
3. Amazon Publishers on FCP
4. Peach pit Publications on FCP

Assignments: 1. Capturing the raw footage (Batch/Clip/Aa)  
2. Editing the project  
3. Adding Titles

## IV YEAR I SEM.

### SUB: Television Production 411 T

#### Unit - I

Broad casting Media in India an overview – Prasar Bharati – Broad casting Agencies –

#### Unit - II

Television – Satellite Broad Casting in India – Digital; Video Broad casting in India – Understanding the place of Television in Mass communication –

#### Unit - III

Radio as Broadcasting media – AIR Networking systems – Overview – Radio as Communication Media – Types OF Network – AIR – AM – INTERNET Radio – Short wave – FM.

#### BOOKS RECOMMENDED

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

#### Books Recommended

1. Electronic Media Law and Regulation By Kenneth C. Creech.
2. Photography Law By Arunachalam.
3. Copy Right laws Media Law by Law Publications.

Assignments: Unit Test I & II of each 20 marks.

### PROFESSIONAL VIDEO TECH. 412 P

UNIT I: STORY BOARD

UNIT II: NEWS ANCHORING

UNIT III: INTERVIEW

UNIT IV: SOFT NEWS STORY

UNIT V: 1 MINT. SHORT FILM.

### ADVANCE POST PRODUCTION TECH 413-P

Assignments: 1. 20 Seconds Add Film  
2. 30 Seconds Promo Film

### Port folio: 414-P

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.

## IV YEAR II SEM.

### Practical Training / Intern ship

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/ Adot 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.

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.

Note: The format of Thesis can be obtained from the HoD or from the Senior's Thesis Books.

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