



JAWAHARLAL NEHRU ARCHITECTURE AND FINE ARTS UNIVERSITY

Mahaveer Marg, Masab Tank, Hyderabad – 500 028.

Academic Regulations for B.F.A. Programs

(Under the CBCS, Effective from the Academic Year 2017-2018)

Preamble:

JNAFAU's Choice Based Credit System (CBCS) aims to provide comprehensive learning opportunities which takes into account individual interests and abilities of the students. Apart from the compulsory core courses, the students can choose from the elective courses on offer in the university or also from approved online platforms like the MHRD's SWAYAM or MOOCs.

These regulations are subject to amendments as may be decided by the Academic Council / Committee of the University from time to time. Any or all such amendments will be effective from such date and to such batches of students (including those already in the middle of the program) as may be decided by the Academic Council / Committee.

1. Glossary of Terms

- 1.1. **Program:** An educational program leading to award of a Degree in a discipline.
- 1.2. **Course:** Generally referred as a 'subject' offered under the degree program. Each course is identified by a unique course code and course title. A course may be designed to comprise lectures/ studio/tutorials/ laboratory work/ fieldwork/ outreach activities/ project work/vocational training /seminars /term papers/ assignments/ presentations/ self-study etc. or a combination of some of these. All courses do not carry the same credits.
- 1.3. **Choice Based Credit System (CBCS):** In addition to the compulsory core courses in a program, CBCS provides **choice** for students to select from a number of elective courses offered. The term **credit** refers to the weightage given to the course and is usually the number of periods per week allotted to it.
- 1.4. **Re-admission:** When a student is detained in a course due to shortage of attendance or the student takes a break of study, the student has to take re-admission to continue the program.
- 1.5. **Re-registration:** When a student has failed in a course due to low internal assessment marks, but has satisfactory attendance, the student can re-register to improve performance in internal assessment as well as external evaluation.
- 1.6. **Re-appearance/ supplementary examinations:** When a student has failed in a course and wishes to improve performance only in end semester external examination he/she can register to reappear for the supplementary examination.

- 1.7. **Minimum Total Credits (MTC):** These are minimum total credits to be secured by a student to be considered eligible for award of the degree. This may be different for different disciplines.
- 1.8. **Director of Evaluation (DE)** means the Authority of the University who is responsible for all activities of the End Semester Examinations of the University.
- 1.9. **Director, Academic and Planning (DAP)** means the authority of the University who is responsible for all academic activities for the implementation of relevant rules and regulations.

2. Program Structure

- 2.1. **Category of Courses:** The program shall have a curriculum with syllabi consisting of courses as prescribed by the Board of Studies, and broadly categorized under:
 - 2.1.1. **Compulsory Core (CC)** are courses deemed to be the core learning required for the discipline. These courses are part of the compulsory requirement to complete the program of study. A core course cannot be substituted by any other course. A core course offered in this program may be treated as a Professional or Open Elective by other programs.
 - 2.1.2. **Professional Electives (PE)** are courses which are elective courses relevant to the discipline. An Elective course is generally a course that can be chosen from a pool of courses on offer. Every student shall be required to opt for the electives from the list of electives offered. Students can also opt for the electives on offer from any of the other Programs, besides his / her own discipline courses, or even do online courses subject to the respective Program specific regulations.
 - 2.1.3. **Open Electives (OE)** are chosen generally from an unrelated discipline/ subject, with an intention to seek exposure/ add generic proficiency. These may include Liberal Arts courses, Humanities and Social Science courses, etc. and essentially facilitate the student to do courses (including Core Courses or Professional Electives) offered by other departments/ programs / institutions or online. Open Electives may not be specified in the course structure and the University may approve and offer any Open Elective courses in any semester as an option for the students.
 - 2.1.4. **Ability Enhancement Courses (AEC).** These are mandatory courses based upon content that lead to general knowledge, ability and soft skills enhancement, such as, Environmental Studies, Communication Skills, Value Education, etc.
 - 2.1.5. **Non- Credit Courses / Activities mandatory for award of Degree:**
There are some non-credit courses / activity such as: 1) Co-Curricular Activity / Extension Activity (EA), 2) any other as specified in the respective course structure / syllabus. A 'Satisfactory' grade in the above, is compulsory for the award of degree.

- 2.1.6. **Online Courses:** Students may be permitted, with the prior approval of the Department, to take online courses through SWAYAM or MOOCs or any other approved online facility, in lieu of the Electives (both PE and OE) offered in the University.

2.2. **Credits:**

2.2.1. Credits are indicative of the importance of the course. In the case of core courses 1 period of direct teaching per week (Theory / Tutorial/ Studio/ Practical) = 1 credit

2.2.2. In the case of other courses like the Electives and the AEC courses, the credits are based on their level of importance as decided by the Board of Studies and as described in their respective course structures.

- 2.3. **Pre-requisites:** Some of the courses may have pre-requisites (i.e. the student may be required to have registered and attended the course specified as a pre-requisite.)

2.4. **Types of Courses and Learning Sources**

Types of Courses	Learning Sources
Compulsory Core (CC)	Parent Department (PD)
Professional Elective (PE)	PD / OD / online
Ability Enhancement Course (AEC)	PD / OD / online / Univ.
Open Elective (OE)	PD / OD / online / Univ.
Extension Activity (EA)	PD, OD, Univ.

Note: PD = Parent Department; OD = Other Departments / Institutions / Universities

3. Duration of Program

- 3.1. A student is normally expected to complete the Program in four academic years (8 Semesters) but in any case not more than 8 years (including break of study for personal reasons or suspension/ detention due to disciplinary action, etc.).
- 3.2. Each semester shall normally consist of 90 working days (excluding end semester examination days).
- 3.3. **Gap Year:** A student may be permitted to take a break of study for one academic year for starting an enterprise or for any personal or medical reason with prior approval. In exceptional cases, this may be extended to another year after an appraisal process approved by the State Govt. / University. In such cases also the student will be eligible for award of First Class with Distinction/ other awards. Rules of re-admission will apply to such cases.

4. Registration for choice of Electives:

- 4.1. Each student shall be deemed to have registered for **all the compulsory core and other mandatory (AEC) courses** of every semester that he/she is admitted to / promoted to, on the payment of the requisite fees.
- 4.2. However, in the case of electives (as per the course structure), students shall submit their preferences from the list of electives on offer (including approved online courses), and after allotment of the elective course, register for elective courses of their choice – both professional and open electives.
- 4.3. The information on the list of all the courses offered in every department specifying the course code, course title, credits, prerequisites, the timetable slots and the registration process with the time schedules will be made available on the University website. Every student is expected to go through the above information, consult the faculty members, understand the choices and select their choice of elective courses.
- 4.4. Every student shall submit their preferences from the list of electives on offer (including approved online courses), register / re-register as per the registration process and the schedule notified.
- 4.5. The departments shall put up the list of electives allotted to the students, using their (departments') discretion based on physical and other capacities, with first preference given to the students from the parent department and later, considering a first come first and/or SGPA basis for students from other departments. However, students who have registered for elective courses previously are allowed to re-register for courses in which they have failed.
- 4.6. In case none of the student's preferred choices is allotted, or even otherwise, the student may propose an alternative choice from among the available ones after due consultation with the respective faculty. In any case, the students shall register (which is effected only on their choice of elective being approved) for the courses within the given schedule/ deadline.
- 4.6 After registering for a course, a student shall attend the classes, satisfy the attendance requirements, earn Internal Assessment marks and appear for the End Semester Examinations.
- 4.7 A student is permitted to cancel his/her registration for the elective courses, within two weeks of starting of the semester.
- 4.8 To enable the students to choose electives from across the departments, the DAP shall in consultation with all the departments, facilitate the announcement of a common time-slot for the elective periods in the individual time tables of the departments.
- 4.9 No elective course shall be commenced unless a minimum number of students are registered (this number may be different for different courses and Programs and may be decided by the Departments / College/ University every semester).

5. Attendance Requirements

- 5.1 A student has to put in a minimum of 75% of attendance, in aggregate of all the courses registered in the semester (excluding approved online elective courses) for becoming eligible to register for the end examinations and for acquiring credits in each semester.
- 5.2 Shortage of attendance in aggregate up to 10% (65% and above, and below 75%) in each semester may be condoned by the College Academic Committee on genuine and valid (including medical grounds), based on the student's representation with supporting evidence.
- 5.3 Condonation of shortage of attendance as stipulated above, shall not be automatic but on the merits of the case to the satisfaction of the College Academic Committee.
- 5.4 A stipulated fee shall be payable along with the application for condonation.
- 5.5 Shortage of attendance below 65% in aggregate (including medical grounds) shall in no case be condoned.
- 5.6 A student will not be promoted to the next semester unless the attendance requirement of the present semester is satisfied. In case of such detention the student is not eligible to take the End Examination of that semester and the course registration shall stand cancelled. The student shall seek re admission for that semester when offered next.
- 5.7 In the case of re-registration (clauses 10.4 to 10.7) for a course/s, the attendance requirement is not applicable.

6. Assessment

- 6.1 **Distribution of Internal Assessment and End Exam Marks:** Performance in each course shall be evaluated as prescribed in the respective Program's course structure and syllabus. As a general pattern, 50% of the marks in a course are through internal assessment and 50% through end semester examinations. A few courses may have 100% of the assessment purely through internal assessment. The thesis, the internship courses and many of the studio courses are assessed through a jury and viva-voce for the end semester examination.
- 6.2 **Schedule for Internal Assessment:** The students shall diligently follow the given internal assessment schedule for the semester including submissions and tests.
- 6.3 The compiled cumulative internal assessment marks and attendance of the students will be displayed periodically at least twice during the Semester, for information to the students. 50% of the marks allotted for the internal assessment courses shall be submitted before the 12th week. All internal assessment marks have to be finalized and uploaded / submitted in the prescribed format, on or before the last day of End Semester Examinations of the semester.

- 6.4 **Assessment for Online Courses:** In case of credits earned through approved online modes, the credits and grades shall be assigned by a committee consisting of Head of the Department or a teacher nominated by the HoD and a senior faculty member nominated by the DAP/ Principal (in case the credits or grades are not included by the online course faculty).
- 6.5 **Non-Credit, Mandatory Courses / Activity:** Assessment in these courses or activity will be only in terms of "Satisfactory" or "Not Satisfactory". A 'Satisfactory' grade in these listed courses/ activities is compulsory for the award of degree.
- 6.5.1 Co-Curricular Activity / Extension Activity (EA) (for all round development) : Every student has to participate in any one of the following activities like NCC/ NSS/ Sports/ FSAI University's Pro-bono project activity/ any national or international student camp /any other community development activity listed by the University and acquire a "Satisfactory" grade to be considered eligible for award of a degree.
- 6.5.1.1 The student's performance shall be examined by the faculty in-charge of the relevant extension activity along with the Head/ Coordinator of the Department/ activity.
- 6.5.1.2 Physically challenged students who are unable to participate in any of the above activities shall be required to take an appropriate test in the relevant area of any one of the above activities and be graded and certified accordingly.
- 6.5.2 Any other course or activity as specified (including the mode of assessment) in the respective course structure or syllabus.

7. Award of Letter Grades

- 7.1 The performance of a student will be reported using letter grades, each carrying certain points as detailed below:

S. No.	% of Marks		Letter Grade	Grade Points
	Minimum	Maximum		
1.	90.00	100.00	A+	10
2.	80.00	89.99	A	9
3.	70.00	79.99	B	8
4.	60.00	69.99	C	7
5.	50.00	59.99	D	6
6.	40.00	49.99	E	5
7.	00.00	39.99	F	0
8.	<i>Shortage of attendance and hence prevented from writing end semester examination</i>		SA	0
9.	Absent for End semester		Ab	0
10.	Satisfactory *		Satisfactory	0

Note: * Satisfactory grade will be given only for the non-credit courses/ activity such as mentioned in clause 6.5. A 'Satisfactory' grade in these listed course/ activities is compulsory for the award of degree.

Example of assignment of letter grade and grade points for marks:

Course Title	Int. Marks	End Exam	Total	Grade	Grade point (GP)
Course X1	22	25	47	E	5
Course X2	39	41	80	A	9
Course X3	37	34	71	B	8
Course X4	29	30	59	D	6
Course X5	25	24	49	E	5

7.2. A student who earns at least an E grade in a course is declared to have successfully completed the course, and is deemed to have earned the credits assigned to that course. A course successfully completed cannot be repeated.

7.3. Students who fail to appear for end semester examinations will be marked as 'Ab' (Absent) and should register for supplementary examination by paying the prescribed fees.

8. Academic Requirements: The following academic requirements have to be satisfied, in addition to the attendance requirements mentioned in clause 5.

8.1 A student shall be deemed to have satisfied the academic requirements and earned the credits allotted to each subject/ course, if the student secures not less than 40% marks in the semester end examination, and a minimum of 40% of marks in the sum total or aggregate of the Internal Assessment and Semester End Examination taken together; in terms of letter grades, this implies securing 'E' grade or above in that subject/ course.

8.2 A student eligible to appear in the end semester examination for any course, but absent from it or failed (thereby failing to secure 'E' grade or above) may reappear for that course in the supplementary examination as and when conducted. In such cases, the internal marks obtained earlier for that course will be retained, and added to the marks obtained in the end semester supplementary examination for evaluating performance in that course.

9. Promotion between Semesters:

9.1. A student shall be promoted from odd to even semester if the minimum requirement of attendance as in clause 5 is fulfilled.

9.2. A student shall be promoted from even to odd semester, if the minimum requirement of attendance as in clause 5 is fulfilled and as per the other requirements specified in the following table.

9.3. Table indicating promotion requirements from even to odd semesters:

From 2 nd sem. to 3 rd sem.	If the student does not have more than three backlog courses in the 1 st semester.
From 4 th sem. to 5 th sem.	Secured all the credits upto 2 nd semester and does not have more than three backlog courses in the 3 rd semester
From 6 th sem. to 7 th sem.	Secured all the credits upto 4 th semester and does not have more than three backlog courses in the 5 th semester

10. Re-admission and Re-registration

- 10.1 A student may be detained in a semester either due to shortage of attendance, or due to having more than the permissible number of backlog courses. Students detained due to shortage of attendance may be re-admitted when the same semester is offered in the next academic year for fulfillment of academic requirements.
- 10.2 A student detained due to not having enough credits or having more than the permissible number of backlog courses, shall be promoted to the next academic semester only after fulfilling the requirements as per Table 9.3.
- 10.3 No grade allotments or SGPA/ CGPA calculations will be done for the entire semester in which student has been detained.
- 10.4 The academic regulations under which a student has been first admitted shall be applicable in all cases of re-admission.
- 10.5 If a student fails in a Professional Elective or an Open Elective, the student may re-register for the same or register afresh for any other Professional Elective or Open Elective course respectively in the subsequent semesters. In case of re-registration in the same courses, attendance is not mandatory, whereas registration for any other elective course/s requires the student to attend the classes and fulfill the attendance requirements as per Clause 5.
- 10.6 A student who fails in any course may be permitted the option of re-registering in that subject only if the internal assessment marks are less than 30%, so as to enable him/her to improve/redo and resubmit the work for internal evaluation. In such cases of re-registration, the student's previous performance both in the internal evaluation and end evaluation in the particular subject/s shall stand cancelled and he/she shall be required to appear for the end semester evaluation again (end examination and /or external jury as the case may be).
- 10.7 The maximum number of courses a student may be permitted for 're-registration' in a semester, is limited to three. Re- registration of any course should be done within 7 days from the date of declaration of the relevant results. A stipulated fee shall be payable towards re registration in any subject.

- 10.8 The student may attend classes in the case of the re-registered courses, if the student wishes. However, the attendance requirement is not compulsory for such courses.

11. Grade Points, SGPA and CGPA Calculation

- 11.1. After the results are declared, Grade Sheets will be issued to each student which will contain the list of courses registered during the semester and the performance in each with details of whether passing or failing, credits earned in that semester, promoted or not, letter grades, grade points, etc.

- 11.2. **Grade Points:** The grade points obtained in a subject multiplied by the credits for that subject will be the weighted grade points.

$$\text{Weighted Grade Points (WGP)} = C \times GP$$

Where 'C' is the number of credits assigned for the subject and 'GP' is the Grade Point obtained as per the Table in clause 7.1 above.

- 11.3. **SGPA:** The sum of the weighted grade points divided by the total number of credits in a semester will give the Semester Grade Point Average (SGPA).

$$SGPA = \sum C_i GP_i / \sum C_i \quad i = 1 \text{ to } n$$

Where n is the number of courses the student registered for in the semester, 'C' is the number of credits allotted to each of the courses, and 'GP' is the grade-point obtained by the student in the respective courses.

An example follows:

Course Title	Credits (C)	Grade (GP)	Weighted Grade Points (WGP)
Course X1	3	7	21
Course X2	8	8	64
Course X3	8	7	56
Course X4	7	7	49
Course X5	2	6	12
Course X6	2	6	12
Total	30		214
Semester Grade Point Average (SGPA) = Total WGP/ Total credits =			7.13

- 11.4. **CGPA:** The Cumulative Grade Point Average (CGPA) will be computed for every student as:

$$CGPA = \sum C_i GP_i / \sum C_i \quad i = 1 \text{ to } m$$

Where 'm' is the number of subjects registered for in all the semesters from

the 1st semester onwards. 'C' is the number of credits allotted to each of the courses, and 'GP' is the grade-point obtained by the student in the respective courses.

- 11.5. The CGPA and SGPA will be rounded off to the second decimal place and recorded as such.
- 11.6. For the purpose of computation of the final CGPA, award of degree, award of the class as in clause 14, and other honours if any, including medals, the performance in the best MTC (Minimum Total Credits) only, as specified in Table in clause 12.2, will be taken into account.

12. Eligibility for the Award of Degree: A student shall be eligible for the award of the "B.F.A." Degree in the specific discipline into which he/she was admitted, if the following academic regulations are fulfilled:

- 12.1. Has pursued the program of study for not less than four academic years and not more than eight academic years. Students, who fail to fulfill all the academic requirements for the award of the degree within eight academic years from the year of their admission, shall forfeit their seat in the program and their seat shall stand cancelled.
- 12.2. Successfully secured the Minimum Total Credits required for the respective Programs.

Table : B.F.A. Programs and Credits

S.No.	B.F.A. Program	Total Credits	Minimum Total Credits (MTC)
1	Applied Arts& Visual Communication	240	225
2	Painting& Visual Communication	240	225
3	Sculpture& Visual Communication	240	222
4	Photography & Visual Communication	240	228
5	Animation	240	225

- 12.3. Successfully secured "Satisfactory" grades in all the mandatory non-credit courses/ activity.
- 12.4. Has secured a minimum of 5.0 CGPA
- 12.5. No disciplinary action is pending against the student.

13. Withholding of the results: The results of a student may be withheld if:

- 13.1. He/she has not cleared any dues to the University/Institution/Hostel.
- 13.2. A case of disciplinary action against the student is pending disposal.

14. Classification of the Degree Awarded

After a student has satisfied the requirements prescribed for the completion of the program and is eligible for the award of the B.F.A. Degree in the Program to which he/she was admitted, he/she shall be placed in one of the four classes as shown in the Table.

First Class with Distinction	1. 8.0 and above of CGPA. 2. Should have passed the examination in all the courses of all the eight semesters within five years, which includes any authorized break of study of one year (clause 3.3). 3. Should NOT have been prevented from writing end semester examination due to lack of attendance in any of the courses.
First Class	Below 8.0 but not less than 7.0 of CGPA and
Second Class	Below 7.0 CGPA but not less than 6.0
Pass Class	Below 6.0 CGPA but not less than 5.0

Note : In all the above cases CGPA shall be calculated from the Grade Points secured for the best MTC (Minimum Total Credits) (Refer Table in Clause 12.2)

- 15. Malpractice:** If a student indulges in malpractice in any of the examinations, he/she shall be liable for punitive action as prescribed by the University from time to time.

16. General

- 16.1 In case of any doubt or ambiguity in the interpretation of the academic regulations, the decision of the Vice-Chancellor is final.
- 16.2 The University may from time to time revise, amend or change the Regulations, Curriculum, Syllabus and Scheme of Assessment.

Course Structure BFA Photography

Semester - I				Periods per Week					Marks			End Exam Type
S.N o.	Course Code	Course Title	Pre-requisites	L	S/F	P / T / O	Total	Credits	Int.	Ext .	Total	W/ S/J /P
1	PH17B1.1C	Basic Photography Tech.	Nil		8		8	8	50	50	100	S
2	PH17B1.2C	Photo Aesthetics Tech.	Nil		6		6	6	50	50	100	S
3	PH17B1.3C	Basic Photography	Nil	4			4	4	50	50	100	W
4	PH17B1.4C	Photo Aesthetics	Nil	4			4	4	50	50	100	W
5	PH17B1.5C	History of Photography	Nil	4			4	4	50	50	100	W
6	GN17B1.6A	English	Nil	2			2	2	50	50	100	W
7	GN17B1.7A	Environmental Studies	Nil	2			2	2	50	50	100	W
Semester - II												
				Periods per Week					Marks			
S.N o.	Course Code	Course Title	Pre-requisites	L	S/F	P / T / O	Total	Credits	Int.	Ext .	Total	W/ S/J /P
8	PH17B2.1C	Digital Photo Tech.	Nil		10		10	10	50	50	100	S
9	PH17B2.2C	Colour Photography Tech	Nil		8		8	8	50	50	100	S
10	PH17B2.3C	Colour Photography	Nil	4			4	4	50	50	100	W
11	PH17B2.4C	Digital Photography	Nil	4			4	4	50	50	100	W
12	PH17B2.5C	Basics of Computers	Nil	2			2	2	50	50	100	W
13	GN17B2.6A	Communication Skills	Nil	2			2	2	50	50	100	W
14	GN17B2.7A	Value Education	Nil	2			2	2				

Semester - III												
				Periods per Week					Marks			End Exam Type
S.N o.	Course Code	Course Title	Pre-requisites	L	S/F	P / T / O	Total	Credits	Int.	Ext .	Total	W/ S/J /P
15	PH17B3.1C	Fine Art Photo Tech.	Nil		8		8	8	50	50	100	S
16	PH17B3.2C	Photojournalism Tech.	Nil		8		8	8	50	50	100	P
17	PH17B3.3C	Advertising Photography	Nil	4			4	4	50	50	100	W
18	PH17B3.4C	Photojournalism	Nil	4			4	4	50	50	100	W
19	PH17B3.5E	Elective	Nil		4		4	4	50	50	100	
20	PH17B3.6O	Open Elective	Nil		2		2	0	50	50	100	
Semester - IV												
				Periods per Week					Marks			End Exam Type
S.N o.	Course Code	Course Title	Pre-requisites	L	S/F	P / T / O	Total	Credits	Int.	Ext .	Total	W/ S/J /P
21	PH17B4.1C	Digital Imaging Tech. – I	Nil			8	8	8	50	50	100	P
22	PH17B4.2C	Fashion Photography	Nil		6		6	6	50	50	100	S
23	PH17B4.3C	Product Photography	Yes		6		6	6	50	50	100	S
24	PH17B4.4C	Mass Communication	Nil	4			4	4	50	50	100	W
25	PH17B4.5E	Elective			4		4	0	50	50	100	
26	PH17B4.6O	Open Elective			2		2	2	50	50	100	

Semester - V

				Periods per Week					Marks			End Exam Type
S.N o.	Course Code	Course Title	Pre-requisites	L	S/F	P / T / O	Total	Credits	Int.	Ext .	Total	W/ S/J /P
27	PH17B5.1C	Digital Imaging Tech. – II	Yes			10	10	10	50	50	100	P
28	PH17B5.2C	Food Photography	Yes		6		6	6	50	50	100	S
29	PH17B5.3C	Mini Project	Nil			6	6	6	50	50	100	J
30	PH17B5.4C	Applied Photography	Nil	2			2	2	50	50	100	W
31	PH17B5.5E	Elective			4		4	0	50	50	100	
32	PH17B5.6O	Open Elective			2		2	0	50	50	100	

Semester - VI

				Periods per Week					Marks			End Exam Type
S.N o.	Course Code	Course Title	Pre-requisites	L	S/F	P / T / O	Total	Credits	Int.	Ext .	Total	W/ S/J /P
33	PH17B6.1C	Basic Video Tech.	Nil		10		10	10	50	50	100	S
34	PH17B6.2C	Video Post Production Tech.	Nil			8	8	8	50	50	100	P
35	PH17B6.3C	Portfolio	Yes			6	6	6	50	50	100	J
36	PH17B6.4C	Basic Videography	Nil	2			2	2	50	50	100	W
37	PH17B6.5E	Elective					2	0	50	50	100	
38	PH17B6.6O	Open Elective					2	0	50	50	100	

Semester - VII												
				Periods per Week					Marks			End Exam Type
S.N o.	Course Code	Course Title	Pre-requisites	L	S/F	P / T / O	Total	Credits	Int.	Ext .	Total	W/ S/J /P
39	PH17B7.1C	Advanced Post Production Tech.	Yes			12	12	12	50	50	100	P
40	PH17B7.2C	Professional Video Tech.	Yes		10		10	10	50	50	100	S
41	PH17B7.3C	Professional Videography	Yes	4			4	4	50	50	100	W
42	PH17B7.4C	Cinematography	Nil	4			4	4	50	50	100	W
Semester - VIII												
				Periods per Week					Marks			End Exam Type
S.N o.	Course Code	Course Title	Pre-requisites	L	S/F	P / T / O	Total	Credits	Int.	Ext .	Total	W/ S/J /P
43	PH17B8.1C	Practical Training / Internship	Yes		15		20	20	50	50	100	J
44	PH17B8.2C	Thesis	Yes		2		20	20	100	100	200	J

BFA PHOTOGRAPHY & VISUAL COMMUNICATION**1st Semester (1st Year)****PH17B1.1C: BASIC PHOTOGRAPHY TECH.**

S: 8/Wk	Int: 50	Ext: 50	Total: 100	End Exam: S	Cr:8
----------------	----------------	----------------	-------------------	--------------------	-------------

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.

S: 6/Wk	Int: 50	Ext: 50	Total: 100	End Exam: S	Cr:
----------------	----------------	----------------	-------------------	--------------------	------------

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

L: 4/Wk	Int: 50	Ext: 50	Total: 100	End Exam: W	Cr:4
----------------	----------------	----------------	-------------------	--------------------	-------------

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

L: 4/Wk	Int: 50	Ext: 50	Total: 100	End Exam: W	Cr:4
----------------	----------------	----------------	-------------------	--------------------	-------------

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

L: 4/Wk	Int: 50	Ext: 50	Total: 100	End Exam: W	Cr:4
----------------	----------------	----------------	-------------------	--------------------	-------------

UNIT- I (4 BC TO 1827 AD)

Camera Obscura- John Henry Schultz-Thomas Wedgewood- 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-Mathew 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

L: 2/Wk	Int: 50	Ext: 50	Total: 100	End Exam: W	Cr:2
----------------	----------------	----------------	-------------------	--------------------	-------------

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

L: 2/Wk	Int: 50	Ext: 50	Total: 100	End Exam: W	Cr:2
----------------	----------------	----------------	-------------------	--------------------	-------------

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 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.**

S: 8/Wk	Int: 50	Ext: 50	Total: 100	End Exam: S	Cr:8
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.

S: 8/Wk	Int: 50	Ext: 50	Total: 100	End Exam: S	Cr:8
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

L: 4/Wk	Int: 50	Ext: 50	Total: 100	End Exam: W	Cr:4
----------------	----------------	----------------	-------------------	--------------------	-------------

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

L: 4/Wk	Int: 50	Ext: 50	Total: 100	End Exam: W	Cr:4
----------------	----------------	----------------	-------------------	--------------------	-------------

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

L: 2/Wk	Int: 50	Ext: 50	Total: 100	End Exam: W	Cr:2
----------------	----------------	----------------	-------------------	--------------------	-------------

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

L: 2/Wk	Int: 50	Ext: 50	Total: 100	End Exam: W	Cr:2
----------------	----------------	----------------	-------------------	--------------------	-------------

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 Publishing House
4. **Daniel Colman:** Emotional Intelligence,

GN17B2.2A: VALUE EDUCATION

L: 2/Wk

Int: Nil

Ext: Nil

Total: Nil

End Exam: Nil

Cr:2

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.**

S: 8/Wk	Int: 50	Ext: 50	Total: 100	End Exam: S	Cr:8
----------------	----------------	----------------	-------------------	--------------------	-------------

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.

P: 8/Wk	Int: 50	Ext: 50	Total: 100	End Exam: P	Cr:8
----------------	----------------	----------------	-------------------	--------------------	-------------

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

L: 4/Wk	Int: 50	Ext: 50	Total: 100	End Exam: W	Cr:4
----------------	----------------	----------------	-------------------	--------------------	-------------

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

L: 4/Wk	Int: 50	Ext: 50	Total: 100	End Exam: W	Cr:4
----------------	----------------	----------------	-------------------	--------------------	-------------

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**

P: 8/Wk	Int: 50	Ext: 50	Total: 100	End Exam: P	Cr:8
Unit I					
	<ul style="list-style-type: none">1. Introduction to Power Point2. The screen Elements of point3. The presentation window4. Saving presentation5. Closing presentation				
Unit-II					
	<ul style="list-style-type: none">1. Drawing objects in power point2. Adding clip arts to presentation3. Inserting pictures4. Final presentation				
Unit-III					
	<ul style="list-style-type: none">1. Introduction to Adobe Photoshop2. Tools3. Create new file4. Open an existing file5. Selection tools				
Unit –IV					
	<ul style="list-style-type: none">1. Cut, copy and paste2. Move crop and zoom tools3. Paint brush, paint bucket and gradient4. Eraser, eyedropper and clone stamp5. Burn, dodge and smudge tools				
Unit-V					
	<ul style="list-style-type: none">1. Image Adjustments2. Back ground changing3. Adding text4. Adding Layers5. 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

S: 6/Wk	Int: 50	Ext: 50	Total: 100	End Exam: S	Cr:6
----------------	----------------	----------------	-------------------	--------------------	-------------

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

S: 6/Wk

Int: 50

Ext: 50

Total: 100

End Exam: S

Cr:6

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

L: 4/Wk	Int: 50	Ext: 50	Total: 100	End Exam: W	Cr:4
----------------	----------------	----------------	-------------------	--------------------	-------------

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**

P: 10/Wk	Int: 50	Ext: 50	Total: 100	End Exam: P	Cr:10
-----------------	----------------	----------------	-------------------	--------------------	--------------

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

S: 6/Wk	Int: 50	Ext: 50	Total: 100	End Exam: S	Cr:6
----------------	----------------	----------------	-------------------	--------------------	-------------

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

P: 6/Wk	Int: 50	Ext: 50	Total: 100	End Exam: J	Cr:6
----------------	----------------	----------------	-------------------	--------------------	-------------

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

L: 2/Wk	Int: 50	Ext: 50	Total: 100	End Exam: W	Cr:2
----------------	----------------	----------------	-------------------	--------------------	-------------

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.

S: 8/Wk	Int: 50	Ext: 50	Total: 100	End Exam: S	Cr:8
----------------	----------------	----------------	-------------------	--------------------	-------------

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.

P: 8/Wk	Int: 50	Ext: 50	Total: 100	End Exam: P	Cr:8
----------------	----------------	----------------	-------------------	--------------------	-------------

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

P: 6/Wk	Int: 50	Ext: 50	Total: 100	End Exam: J	Cr:6
----------------	----------------	----------------	-------------------	--------------------	-------------

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

L: 2/Wk	Int: 50	Ext: 50	Total: 100	End Exam: W	Cr:2
----------------	----------------	----------------	-------------------	--------------------	-------------

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.**

P: 12/Wk	Int: 50	Ext: 50	Total: 100	End Exam: P	Cr:12
-----------------	----------------	----------------	-------------------	--------------------	--------------

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.

S: 10/Wk	Int: 50	Ext: 50	Total: 100	End Exam: S	Cr:10
-----------------	----------------	----------------	-------------------	--------------------	--------------

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

L: 4/Wk	Int: 50	Ext: 50	Total: 100	End Exam: W	Cr:4
----------------	----------------	----------------	-------------------	--------------------	-------------

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, corded microphones, camera control unit white balance, colour correction, MCR

BOOKS RECOMMENDED

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

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

PH17B7.4C: CINEMATOGRAPHY

L: 4/Wk	Int: 50	Ext: 50	Total: 100	End Exam: W	Cr:4
----------------	----------------	----------------	-------------------	--------------------	-------------

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**

S: 15/Wk	Int: 50	Ext: 50	Total: 100	End Exam: J	Cr: 20
-----------------	----------------	----------------	-------------------	--------------------	---------------

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

S: 2/Wk	Int: 100	Ext: 100	Total: 200	End Exam: J	Cr:20
----------------	-----------------	-----------------	-------------------	--------------------	--------------

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.

* * *

Professional Electives:

3rd Semester

PH17B3.1E : Portrait Photography

Unit I: Lighting & Equipment

Unit II: Character Portrait - Lighting For Different Predominant Faces (Big Forehead/Chin/Nose, Etc.)

Unit III: Window Light Portrait

Unit IV: Glamour Portrait / Child Portrait / Character Portrait

Unit V: Candid Portrait

- Assignments:**
1. Child Portrait
 2. Character Portrait
 3. Candid Portrait
 4. Couple Portraits

All above assignments should be submitted with 8" X 12" size Print.

PH17B3.2E: Travel Photography

Unit I

Introduction to travel photography, camera operation, lenses for travel photography, How to construct strong images: the rules of composition and when to break them.

Unit II

When and how to get close to your subject, Visualization techniques, control of exposure in outdoor, use depth of field, movement capture, How to achieve the sharpest photos possible with your equipment, How to make the most of low light conditions, How to handle equipment.

Unit III

Monuments shooting, Heritage and culture shoot for travel photography.

Unit IV

Night life, City scapes, Sea scapes, Land scapes, Lifestyle & Food of the city.

Unit V

Introduction to travel writing, how to create a travel blog.

Assignments: Photographing In & Around any city. Travel writing for Print Media & Blogs. Documenting Places, People, Culture & Heritage.

4th Semester

PH17B4.1E: Macro Photography

Unit 1

Introduction to Macro photography (Insects, Flowers & Jewellery).

Unit : 2

Macro photography, Micro photography, Magnification, Macro Vs Micro photography.

UNIT :3

Cameras, Tripods, Macro Lenses, Flash, light box, Microscope, Comparative Microscope, Close up lens kit, Extension Tubes & Bellows

Unit : 4

Image Editing with Adobe Photoshop.

Assignments: 1. Insect
2. Flower in outdoor.
3. Macro jewellery in indoor.

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.

PH17B4.2E: Black & White Photography

Unit – I: Capturing the B & W Images — Equipment – Shooting Modes – Grey Card - Resolution - Understanding Exposure – Tone & Contrast – The Shadows – High Key & Low Key - Composition – Color Filters- Understanding RAW File.

Unit – II: Converting to B & W Images – Converting RAW File – Converting Colour to B&W Images.

Unit- III: Fine tuning the Picture (Photoshop/ Light room) – Shadows & Highlights – Dodging & Burning – High pass & Smart Sharpening – Levels & Curves - Special Effects

Unit – IV: Printing & Presentation – Colour verses Monochrome inks - Print Sizes – Print Borders – Frames – Display.

Assignments:

1. Architecture
2. Close-up / Abstract
3. Still Life
4. People
5. Landscape

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

Recommended Books:

Mastering Digital Black & White by Amadou Diallo.
Advanced Digital Black & White Photography by John Beards worth
Understanding RAW Photography by David Taylor.

5th semester

PH17B5.1E: Architecture Photography

Unit I Introduction: Cameras, Lenses, Filters and their uses.

Unit II Light: Understanding Light, Natural and Artificial - Quality, quantity, soft, hard, lighting, direction, Colour temperatures. Artificial lights sources, Continuous lights, light modifiers, soft boxes, umbrella, spot lights - honey combs, barn doors, gobos, strip light. -

Unit III Composition: Symmetry - Rule of Thirds – Lines - Dynamic Composition – Perspective - 3 Dimensions

Unit IV Exteriors: Abstract detail shots - Photographic historic buildings - Domestic spaces - Work places -Public spaces - Convergence and vertical - Reflected views - Glass, metal surfaces - Problems of scale - Poor weather - North facing buildings -Low, Long buildings - Godowns, etc. - Restricted spaces in narrow streets - Parked vehicles- Construction sites

Unit V Interiors: Shooting spaces: - Staircases, design - Sitting rooms/studies - Bedroom & Bathrooms - Clubs, Pubs, Hotels, Shops, Places of Worship - Room sets.

Assignments: Monument, Urban Architecture, Interiors & Perspective.

PH17B5.2E: Table top Photography

Unit - I: Introduction to table top photography – Still Life photography- equipment - lighting -lighting accessories- Light Tent

Unit - II: Shooting Glass Props, Liquids, Transparency Material

Unit - III: - Shooting Jewellery- Reflective Material

Unit - IV: Miniature Props- Understanding Focus.

Unit - V: Introduction to post production, Image editing softwares, final image layout design

Assignments :

1. Liquid & Glass property
2. Jewellery property
3. Miniature property
4. Metal property

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

6th Semester

PH17B6.1E: Sound Editing

This section focuses on understanding sound, recording, editing, composing adding effects to sound.

Unit – 1 SOUND FORMATS

Introduction to various sound file formats like .wav, mp3, mp4 etc., bit rate, stereo and mono, sound frequency and amplitude etc.,

Unit – 2 RECORDING SOUND

Recording music using various media, recording dialogues.

Unit – 3 EDITING SOUND

Importing sound, cutting, copying, pasting sound, adjusting volume, panning sound, adjusting pitch, frequency and amplitude etc.

Assignments: 1.Dialogue2.Foley3.Effects4.Music

PH17B6.2E: Wild Life Photography

Unit: I

Understanding wild life – Animals and Birds behavior & habitats. Distinguishing Omnivorous, carnivorous, herbivorous animals and birds. Blinds and types of blinds (Hide Outs).

Unit: II

Equipment required – Cameras (DSLR), Beetle cameras, Digiscoping Lenses: Telephoto lenses, Zoom Lenses (VR & IS), Bean Bags, Tripods, Monopods, Remote control, High speed photography.Raw Vs Jpeg, media storage.

Unit: III

Understanding the light

Unit: IV Image composition-Rule of thirds, cropping images, composing the animals in Zoo & Sanctuaries.

Unit: V Wild life photographers & magazines.

Assignments: Animal photographs – 4 nos.
Bird Photographs- 4 nos.

Reference books

1. Complete encyclopedia of Photography by Michael Langford.
2. Adobe Photoshop series books by Pearson Publications.

PH17B1.1C: BASIC PHOTOGRAPHY TECH

S: 8Wk	Int:50	Ext:50	Total: 100	End Exam: S	Cr:8
---------------	---------------	---------------	-------------------	--------------------	-------------

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
6. 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

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

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.

S: 6Wk	Int:50	Ext:50	Total: 100	End Exam: S	Cr:8
---------------	---------------	---------------	-------------------	--------------------	-------------

UNIT – I

1. Horizontal Lines
2. Vertical Lines
3. Zigzag lines
4. Curve 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

L: 4/Wk	Int: 50	Ext: 50	Total: 100	End Exam: W	Cr:4
----------------	----------------	----------------	-------------------	--------------------	-------------

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

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