

**SUMMARY CHART:****Subject Title:****PHOTOGRAPHY AND AUDIO VISUAL PRODUCTION  
(Vocational)**

<b>Class</b>	<b>Paper I</b>	<b>Paper II</b>	<b>Paper III</b>
<b>F. Y. B.Sc. (First term)</b>	Basic Photography	Introduction to Mass Communication	Assignments, Laboratory/Studio work & Key Competency Course.
<b>F. Y. B.Sc. (Second term)</b>	Photo Appreciation	Media Scene in India	Assignments, Laboratory/Studio work & Key Competency Course
<b>S. Y. B.Sc. (Sem I)</b>	Advanced Photography	Acoustics	Assignments, Laboratory/Studio work & Key Competency Course
<b>S. Y. B.Sc. (Sem II)</b>	Colour Photography & Digital Photography	Digital & analogue communication	Assignments, Laboratory/Studio work & Key Competency Course
<b>T. Y. B.Sc. (Sem III)</b>	Fundamentals of Video	Video Production	Assignments, Laboratory/Studio work & Key Competency Course
<b>T. Y. B.Sc. (Sem IV)</b>	Entrepreneurship Development	Audio Production	Assignments, Laboratory/Studio work & Key Competency Course

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**Paper I: Basic Photography and Photo Appreciation**

**Objective:**

- A:** To create general awareness and interest in photography
- B:** To make students aware of the fundamentals of the photographic process
- C:** To make students familiar with the Photographic equipment and techniques
- D:** To appreciate the role of the photographic image as a means of communication
- E:** To develop visual culture and visual literacy

**Section I: Basic Photography**

- 1. Introduction:** The photographic process, different elements involved in photography and their role.
- 2. Light:** Properties of light and their photographic significance, Image formation by a pinhole and a simple lens, technical properties of an image, need of a lens for image formation.
- 3. Simple lens:** Properties, defects, methods of correcting these defects, image formation, magnification.
- 4. Camera:** Requirements of a camera, Pinhole camera, Box camera, SLR camera, Studio camera, Digital camera, Camera formats.
- 5. Camera Controls:** Photographic image and its technical evaluation. Need for camera controls. Aperture (Iris Diaphragm, f numbers), Depth of field and depth of focus. Shutter, Ideal shutter, leaf shutter, focal plane shutter. Shutter speed and shutter speed, slow and fast shutter speed. Focusing (Focusing aids and Mechanisms: Auto focus and Manual focus, Image stabilization)
- 6. Exposure:** Incident and reflected light, Exposure and equivalent exposures, Brief idea of exposure meter, TTL metering and different metering modes, Standard lighting conditions and extreme lighting conditions
- 7. Camera lenses:** Normal, wide, telephoto and zoom lenses.
- 8. Recording medium:** Digital camera sensors: CCD & C-MOS, Various sensor sizes and crop factor, Different types of file formats for the digital images.

**Section II: Photo Appreciation**

- 1. History of photography:** Evolution of photographic technology, land mark events and processes, impact of photography on society
- 2. Application areas of photography:** Use of a photographic image in different walks of life.
- 3. Scope for a photographer:** Evolution of a photographer from a freelancer to the independent photographer.
- 4. Photographic composition:** Elements of composition, Rule of thirds, Placement, Framing.
- 5. B/W versus Colour Photography:** Their limitations and advantages as independent medium.
- 6. Painting versus Photography:** Comparison, Limitations and advantages of one over the other.

- 7. Advertising Photography:** Role of a photographic image in advertising.
- 8. Photojournalism:** Role of a photographic image in print media. Photo news and 'News', Handling soft and hard news, special events, photojournalistic norms, privileges of a photographer.
- 9. Photographic image as a means of communication:** Role of photograph and photographer in the process of visual communication.
- 10.** Work of famous photographers through history and the impact of their work on society.
- 11.** Visual culture and visual literacy

**References:**

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

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**Paper II: Introduction to Mass Communication and Media scene in India**

**Objective:**

- A.** To introduce students to the Communication Process and expose them to various aspects of Mass Communication
- B.** To develop clear-cut understanding of current media trends, its potentials and impact
- C.** Equip students with basic skills to take up any advanced level programme at a later stage

**Section I: Introduction to Mass Communication**

- 1.** Definitions of Communication, understanding the elements and processes of Communication.
- 2.** Functions role and significance of communication.
- 3.** Theories of communication and models of communication
- 4.** Barriers of Communication.
- 5.** Types of Communication: Verbal and Non-verbal, Interpersonal, Intrapersonal, Group, and Mass Communication.
- 5.** Role and significance of Communication in Society.
- 6.** Cross-cultural communication
- 7.** Writing for media.

**Section II: Mass Media**

- 1. Print Media:** News agencies and their role. Role of a news paper as medium of mass communication and its impact on the society. A brief history of the press in India. News papers: Dailies, Periodicals. News paper as an organization/industry. Role of different people in a news paper. General nature/Layout of a news paper. Code of conduct / ethics for print media, Overview of the Print media.
- 2. Radio:** Purpose role and responsibility of radio. Radio as a medium of mass communication and its characteristics. Radio as an organization. Structure of a radio station. Role of each individual working at different levels. Types of radio programmes. Target audience and the nature of radio programmes. Radio features  
Commercial and Non commercial programmes. Vividh Bharati, Radio Mirchi and other FM Radio channels. Community Radio, Internet Radio, Campus Radio. All India radio and Private Channels. General Code of Conduct / Ethics for radio broadcast, overview of the Radio industry.
- 3. Television:** Purpose role and responsibility of TV. TV as a medium of mass communication and its characteristics. TV as an organization. Structure of a TV station. Role of each individual working at different levels. Types of TV programmes. Target audience and the nature of TV programmes. Commercial and Non commercial programmes. Doordarshan and Private Channels. General Code of Conduct / Ethics for TV broadcast, Overview of the TV Industry.

**4. Internet** as a medium of mass communication. Use of internet by the media, influence of the internet on the society, overview if the internet.

**5. Social networking media:** Their need, merits and demerits

**6. Information and Publicity:** Need of publicity. Changing role of Public Relations Officer (PRO). Corporate communication. Internet as medium of publicity.

**7. Media ethics:** Legal issues, moral issues and ethical issues related to media.

**References:**

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

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**Practicals:**

**Note:** All the assignments and practicals should be designed and conducted so that the student develops effective soft skills. This should include: Use of basic computer related skills, presentation skills and communication skills.

**A: Photography assignments**

**Objectives:**

- i. To understand and to be able to handle a DSLR camera
- ii. To learn to use outdoor and indoor lighting for shooting good photographs
- iii. To develop good visual skills
- iv. To develop basic image processing skills

1. Study of SLR and DSLR camera
2. Study of lighting equipment (studio lights and exposure meter)
3. Effect of exposure on photographic image
4. Effect of aperture on depth of field
5. Use of slow and fast shutter speed
6. Exposing for different colour temperatures
7. Indoor shooting using three point lighting set up
8. Composition: Rule of thirds, Golden points and Framing
9. Image processing 1: (Lightroom techniques 1): Brightness, saturation etc
10. Image processing 2: (Lightroom techniques 2): Exporting, contact sheet, print etc)
11. Event photography
12. News photography and preparing a photo story

**B: Assignments for Mass communication**

**Objectives:**

- i. To develop written and oral communication skills
- ii. To develop a 'news sense'
- iii. To understand and develop good communication skills

1. Writing for different media: Print, Radio and TV  
(Difference between news for different media should be discussed during these sessions)
2. Editing a news report
3. Writing a letter to the editor
4. Front page layout of a news paper
5. 5 Ws & 1 H
6. Report writing for a news paper
7. Deconstruction of the front page of a Newspaper

- 8. Assignments for Mass Communication**
- 9. Feature writing for print media**
- 10. Review writing for print media**
- 11. Interview for print media**
- 12. Onscreen presentations for TV**