



**TECNIA INSTITUTE OF ADVANCED STUDIES**  
NAAC ACCREDITED GRADE "A" INSTITUTE  
Approved by AICTE, Ministry of Education Govt. of India, Affiliated to GGSIP University  
Recognized Under Sec. 39) of UGC Act 1956  
INSTITUTIONAL AREA MADHUBAN CHOWK, ROHINI, DELHI 110085  
Tel: 011-27593231-34, E-Mail: [director@technia.in](mailto:director@technia.in), Website: [www.technia.in](http://www.technia.in)



## Department of Journalism & Mass Communication

**Report  
Value Added Course  
2021-2022  
Advanced Certificate Course in Photography**

**ACTIVITY:** Value Added Course

**TITLE:** Advanced Certificate Course in Photography

**VALUES:** Knowledge and Expertise, Accuracy and Objectivity, Effective Communication, Adaptability and Flexibility, Passion and Enthusiasm, Teamwork and Collaboration, Professionalism and Ethics, and Resilience and Adaptation to Feedback.

**LEARNING OUTCOMES:** Students would be able to understand photography and its technical aspects; Students would get an overview of history and the gradual development of photography along with its essential components; Students would be able to meet the career requirements and sincerity required for this profession, and students would develop their command on visual skills which would meet the industry demands.

**Organized by:** Department of Journalism & Mass Communication

Name of Resource person	Batch
Dr. Shivendu Kumar Rai	Batch 1
Dr Gopal Thakur	Batch 2
Dr. Saheen Bano	Batch 3
Dr. Niranjana Kumar	Batch 4

**Date** : 14/02/2022 - 27/05/2022

Time :

Batch	Time
Batch 1	Tuesday- 12:30pm-2:30pm
Batch 2	Tuesday-12:30pm-2:30pm
Batch 3	Tuesday-12:30pm-2:30pm
Batch 4	Tuesday-12:30pm-2:30pm

Venue :

Batch	Room No.
Batch 1	Room no.- 2303
Batch 2	Room no.- 2403
Batch 3	Room no.- 2404
Batch 4	Room no.- 2407



Department of Journalism & Mass Communication

**Value Added Course  
Session 2021-22  
Advanced Certificate Course in Photography**



**Preface:**

The course comprises of different units each of which focuses on finding job about a specific aspect of photography, the course helps you to obtain perfect balance between practical learning and theoretical concepts to gain in the classroom. This provides you an in-depth understanding of the various factors that can affect the quality of your images and also about the challenges that you are likely to face while choosing the most impressive pictures. The world of photography is full of different possibilities, no matter you are a beginner or a professional, there are so many photographs that are there in photography. It is therefore a very diverse, fascinating and fascinating to explore in any form. After you have learnt the fundamentals of photography, such as camera, camera use, the basics of composition, perspective or light source, with this, it will quickly be possible to follow a more advanced level of training, or develop an interest in more specific subjects.

**Duration: 30 Hours**

**Timings:**

- Batch 1<sup>st</sup> : Tuesday 12:30-2:30pm
- Batch 2<sup>nd</sup> : Tuesday 12:30-2:30pm
- Batch 3<sup>rd</sup> : Tuesday 12:30-2:30pm
- Batch 4<sup>th</sup> : Tuesday 12:30-2:30pm

**Resource Persons:**

- Dr. Shivendu Kumar Rai
- Dr. Gopal Thakur
- Dr. Saheen Bano
- Dr. Niranjana Kumar

**Registration Dates:**

01.02.2022-to- 10.02.2022

**Module:**

- Introduction to digital photography (Basics)
- Metering on DSLR (Class)
- Introduction to shutter speed, ISO and aperture (Basics)
- Lens structure and types (Basics)
- Tools and techniques for taking photography (Class)
- E-commerce Photography (Basics)
- Difference between Traditional and Candid Photography (Basics)
- Flash photography (Basics)
- Latest digital camera technology (Difference between DSLR and Mirrorless Cameras) (Basics)

**Learning Outcomes:**

- Students would learn to master their Technical Skills.
- Students would cultivate a unique artistic voice and develop the ability to create visually captivating images.
- Students would gain a deep understanding of composition principles and explore advanced techniques.
- To acquire advanced knowledge and skills in working with natural light, artificial lighting and advanced lighting setups.

**Note:**

- Interested students must fill in the registration form by February 10, 2022 by 5:00 pm.
- Registration forms can be collected from the Course Coordinator.
- 75% percentage attendance is mandatory to get the certificates.
- There will be 4 batches of 60 students each.
- Assessment will be held on the basis of viva voce and written/ practical exam.
- Successful learners after assessment will get certificate of the VAC.
- For any queries related to the course, kindly coordinate with undersigned.

*For any queries related to the VAC Certification course, Please Feel Free to Contact  
Ms. Ritika Chaudhary ( VAC Coordinator) 8875602502*

Poster/Flyer :

**Social media link (promoting in any one Facebook/Instagram/Twitter is mandatory)**

<http://www.facebook.com/tecniaofficial>  
<http://instagram.com/tecniaofficial>

**No. of Students\*** (only no. to be written, list in excel or word should be maintain at department level as proof for any further requirement)

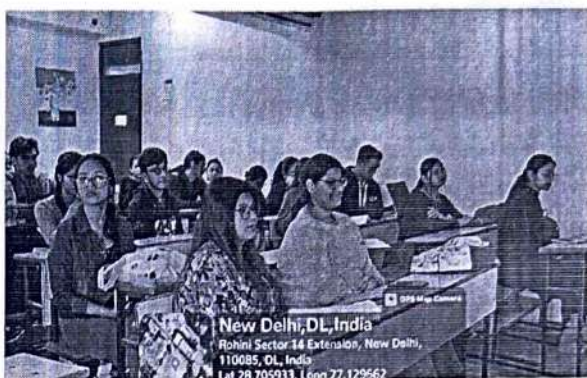
185

Batch	No. of Students
Batch 1	60
Batch 2	60
Batch 3	60
Batch 4	05

**No. of Resource Persons\*** (only no. to be written, list in excel or word should be maintain at department level as proof for any further requirement)

04

**Photograph**



**Report:**

Photography, an art form and science, captures moments, emotions, and stories through images. It combines technical precision with artistic vision, influencing society profoundly. From documenting history to personal expression, photography plays a vital role in communication, journalism, advertising, and art. With advancements in technology, especially digital platforms, photography has become accessible to millions worldwide, fostering creativity and connectivity. Its impact on society is undeniable, shaping perceptions, preserving memories, and sparking dialogue. As a medium of expression and documentation, photography continues to evolve, reflecting the dynamic nature of

human experience.

The career prospects of this certification Certificate Course in photography can pursue various career paths, including:

- Photography offers promising career prospects in various industries. Graduates can pursue roles as professional photographers, photojournalists, or freelancers in commercial, fashion, or event photography.
- They can also find opportunities in advertising agencies, media houses, or publishing firms.
- Additionally, careers in photo editing, photo retouching, or digital imaging are viable options. With the rise of social media and e-commerce, there's a growing demand for skilled photographers to create engaging visual content.

Recognizing the importance of this profession, the Tecnia Institute of Advanced Studies' Department of Journalism & Mass Communication created a Value-Added Course entitled "Advanced Certificate Course in Photography" which gives students the chance to choose a lucrative career in this area.

This course aiming to equip them with the necessary skills and knowledge to pursue a career in photography. The value-added course on "Advance Certificate Course in Photography " at Tecnia Institute of Advanced Studies was conducted from **14/02/2022** to **27/05/2022** and proved to be an enriching and rewarding experience for the BAJMC, BBA and BCA students. The course aimed to provide students with practical insights and theoretical understanding of photography, including various aspects such as different types of Lights, visuals skills, broadcasting techniques, and enhancing interpersonal skills.

**Resource Person Profile**

**Batch 1 Resource Person Profile**

**Dr. Shivendu Kr. Rai**, is working as an Assistant Professor

in the Tecnia Institute of Advanced Studies, Rohini, New Delhi. . His area of expertise is Photography, Sports Journalism, Communication for Development, New Media Communication Research and Political Communication.

**Batch 2 Resource Person Profile**

**Dr Gopal Thakur**, Associate Professor. He has more than 20 years of academic experience. He has a keen interest in technical aspects of journalism. The research areas where he published research papers and chapter is Photography, Development Communication, New Media, Digital communication, and agriculture development in India and many more.

**Batch 3 Resource Person Profile**

**Ms. Saheen Bano**, Assistant Professor, done her Doctorate from Mahatma Gandhi Antarrashtriya ViswaVidyala, Wardha. She has taken great interest in Photography during her academics. She even worked in newspapers and magazines too to get the practical exposure of Photography.

**Batch 4 Resource Person Profile**

**Dr Niranjan Kumar**, done his Doctorate from Mahatma Gandhi Antarrashtriya ViswaVidyala, Wardha. His mant articles published in leading news papers and magazines. He is an expert in still photography. He acquired his diploma in photography from Pune University. He always look forward to achieve excellence in the responsibilities bestowed upon.

Report Submitted by VAC Coordinator (write faculty coordinator name)

Ms. Ritika Chaudhary



Signature of VAC Coordinator

Dr. Vipul Parthav Vipul

Name and Signature of Department Head  
HOD  
BA(JMC)-TIAS