



## Syllabus of Value-Added Course

### Certificate Course in Photography

COURSE CODE: CCP	L: 2	T/P: 0	CREDITS: 2	Total Marks: 100
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#### Course overview:

Welcome to the Value-Added Course in Professional Learning of Public Relations & Advertising! This course is designed to complement the core curriculum of the Certificate Course in Professional Learning of Public Relations & Advertising by providing additional insights, skills, and practical knowledge to enhance your understanding and proficiency in the field. By the end of this course, participants will have gained valuable insights, practical skills, and industry-relevant knowledge to excel in the dynamic field of public relations and advertising.

#### Course outcomes:

- Understanding the specifications of SLR/TLR/DSLR cameras.
- Learning about a diverse range of lenses and how their optics work.
- Knowing about different elements, principles, composition, and perspective involved in framing an image.
- Learning how natural and artificial light and day and night light have an impact on the photo.
- Learning about different types of studio and studio equipment.

#### Module 1

1. Understanding of exposure triangle (3hrs)
2. Auto focus vs Manual focus (2hrs)

#### Module 2

1. Factors that Affect the Depth of Field (3hrs)
2. Introduction to the art of composition (3hrs)

#### Module 3

1. Understanding of color theory (2hrs)
2. Tools and techniques for fashion photography (3hrs)
3. Difference between Traditional and Candid Photography (Wedding) (4hrs)

## Module 4

1. Practical Principles of Photojournalism (3hrs)
2. Latest mirror less technology (3hrs)
3. Avoiding bad habits in Photography (4hrs)

### Examination Scheme:

Components	Marks	Grading Marks
Quiz Tests/Class Assignments/Home Assignments	40	4
Seminar/ Class Presentations /Class Performance	30	3
Viva-voce	30	3
<b>Total</b>	<b>100</b>	<b>10</b>

### References:

1. Ang, T. (2008). Fundamentals of Modern Photography. London: Mitchell Beazley.
2. Aiyer, B. (2005). Digital Photo Journalism. Delhi: Authors Press.
3. Langford, M. Starting Photography. Oxford: Focal Press.
4. Langford, M. Basic Photography. Oxford: Focal Press.
5. Langford, M. Advanced Photography. Oxford: Focal Press.
6. [www.betterphotography.com/the-international-landscape-photographer-of-the-year](http://www.betterphotography.com/the-international-landscape-photographer-of-the-year)
7. [www.karltaylorphotography.com/photography-tips-training-structure](http://www.karltaylorphotography.com/photography-tips-training-structure)

**i. Approved in the 37<sup>th</sup> Meeting of the Departmental Academic Committee held on 26.07.2021  
(Ref No. TIAS/DoJMC/DAC/2021-22/37)**