



TECHNIA INSTITUTE OF ADVANCED STUDIES
INAC ACCREDITED GRADE "A" INSTITUTE
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Department of Journalism & Mass Communication

Report Value Added Course 2021-2022 Certificate Course in Photography

ACTIVITY : Value Added Course

TITLE: 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 also 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
Mr. Bal Krishna Mishra	Batch 1
Dr Jagriti Basera	Batch 2
Ms. Avneet Kaur Bhatia	Batch 3

Date : 01/10/21 - 31/12/2021

Time :

Batch	Time
Batch 1	Monday, Wednesday & Friday 1:00pm-2:00pm
Batch 2	Monday, Wednesday & Friday 1:00pm-2:00p m
Batch 3	Monday, Wednesday & Friday 4:00pm-5:00pm

Venue :

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



TECNIA
INSTITUTE OF ADVANCED STUDIES
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DELHI NCR

Department of Journalism
& Mass Communication

**Value Added Course
Session 2021-22**

Certificate Course in Photography



Preface:
A Certificate in Photography can provide additional skills and knowledge that can enhance a photographer's career. Photography certificates can serve as proof of competency in the use of digital and traditional cameras and are available for both general and commercial photographers and for those in specialty fields, such as forensic and scientific photographers. Certification courses can cover a range of topics, including lighting, meters, equipment operation and maintenance, and the use of computer applications to enhance images. While a Bachelor's degree in Photography provides a strong foundation, a Certificate in Photography can help photographers stand out in a competitive job market and demonstrate specialized knowledge and expertise in a particular area of photography.

Duration: 30 Hours

Timings: Batch 1st & 2nd
Monday, Wednesday & Friday
(1:00-2:00pm)
Batch 3rd
Monday, Wednesday & Friday
(4:00-5:00pm)

Resource Persons:
Mr. Bal Krishna Mishra
Dr. Jagriti Basera
Ms. Avneet Kaur Bhatia

Registration Dates:
21.09.2021 to- 30.09.2021

Module:

- Understanding of exposure triangle (3hrs)
- Auto focus vs Manual focus (2hrs)
- Factors that Affect the Depth of Field (2hrs)
- Introduction to the art of composition (2hrs)
- Understanding of color theory (2hrs)
- Tools and techniques for fashion photography (3hrs)
- Difference between Traditional and Candid Photography (Wedding) (4hrs)
- Practical Principles in Photojournalism (3hrs)
- Latest mirror less technology (3hrs)
- Avoiding bad habits in Photography (4hrs)

Learning 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 on-location

Note:

- Interested students must fill in the registration form by September 30, 2021 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 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 for the VAC Certification course, Please Feel Free to Contact
Ms. Ritika Chaudhary (VAC Coordinator) 8875602592

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)

180

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

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)

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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. This report examines the significance of a Certificate Course in photography.

The career prospects of this 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.
- Moreover, graduates can explore entrepreneurship by establishing their studios or offering specialized services like wedding photography or product photography. Overall, the certification opens doors to a diverse range of exciting career paths in the field of photography.

Recognizing the importance of this profession, the Tecnia Institute of Advanced Studies' Department of Journalism & Mass Communication created a Value-Added Course entitled "Certificate Course in Photography" which gives students the chance to choose a lucrative career in this area. The course was specifically designed for the humanities and social science Bachelor students, aiming to equip them with the necessary skills and knowledge to pursue a career in photography. The value-added course on "Certificate Course in Photography" at Tecnia Institute of Advanced Studies was conducted from 01/10/21 - 31/12/2021 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.

Batch 1 Resource Person Profile

Mr. Bal Krishna Mishra, Pursuing Ph.D. in Journalism & Mass Communication from University of Rajasthan, Jaipur. He did Master of Journalism & Mass Communication from DDU Gorakhpur University and qualified UGC NET. He specializes in leveraging digital platforms for impactful storytelling.

Batch 2 Resource Person Profile

Dr Jagriti Basera has more than 7 years of experience as an Assistant professor in Journalism and Mass communication. She has completed PHD in journalism and mass communication. In addition to academics, She had also worked with different media organization. Her current teaching responsibility includes facilitating the students in Radio production, Communication, AD & PR.

Batch 3 Resource Person Profile

Ms. Avneet Kaur Bhatia, Assistant Professor She is an experienced Sr. Correspondent, content writer with a demonstrated history of working in the journalism field since 2006. Skilled in Journalism, Social Media, and Research. Strong professional with a Phd in Feminism reflections in punjabi cinema from Manav Rachna Faridabad, Haryana, Master's Degree focused in Mass Communication/Media Studies from Jamia Milia Islamia and GJ University.

Report Submitted by VAC Coordinator (write faculty coordinator name)

Ms. Ritika Chaudhry

Signature of VAC Coordinator

An Vipul Partap Vipul
Name and Signature of Department Head
BA(JMC)-TIAS