

TECNIA INSTITUTE OF ADVANCED STUDIES

Grade 'A' Institute

Department of Journalism and Mass Communication

Bachelor of Arts (Journalism and Mass Communication)

Scheme and Syllabus (w.e.f. Academic Session 2024-25)

As per UGC Curriculum & Credit Framework for Undergraduate Programme (CCFUP)

(Dec 2022): GGSIP University, Delhi

COURSE CODE: BA(JMC) –DSC-151

COURSE NAME: Photo Journalism Lab.

LEARNING OBJECTIVES:

This course will provide the learners the following:-

1. Proficiency in camera functionality, composition techniques, and fundamental principles of photography.
2. Proficiency in crafting a captivating narrative through a series of images.
3. Possessing adept editing abilities to boost visual appeal while maintaining ethical guidelines.
4. Comprehension and implementation of ethical principles in the field of photojournalism.
5. Proficiency in discerning and capturing pivotal moments that effectively communicate the core of a news narrative.

PRE-REQUISITES:

- Understanding of camera.
- Familiarity with tools like Adobe Photoshop.
- Knowledge of accuracy, fairness, and storytelling principles.
- Understanding ethical considerations in journalism and Photojournalism.
- Basic ability to write captions and accompanying articles.

COURSE OUTCOMES (COS):

After completion of this course, the learners will be able to:-

| CO # | Detailed Statement of the CO |
|------|----------------------------------------------------------------|
| CO1 | Apply still camera exposure techniques to capture photographs. |
| CO2 | Create photos based on the ideas of varied composition rules. |
| CO3 | Incorporate lighting techniques for various photoshoots. |
| CO4 | Develop a coffee table book based on photo stories in teams. |
| CO5 | Compose effective, clear and informative captions. |

| Course Outcomes | Program Outcomes (Scale - 1: Low, 2: Medium, 3:High) | | | | | | | | |
|-----------------|---------------------------------------------------------|-----|-----|-----|-----|-----|-----|-----|-----|
| | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 | PO9 |
| CO1 | 3 | 1 | 2 | 1 | 1 | 1 | 1 | 1 | 1 |
| CO2 | 3 | 2 | 2 | 1 | 1 | 1 | 1 | 1 | 1 |
| CO3 | 2 | 1 | 3 | 1 | 1 | 1 | 1 | 1 | 1 |
| CO4 | 2 | 3 | 2 | 2 | 2 | 2 | 1 | 1 | 1 |
| CO5 | 3 | 2 | 1 | 1 | 1 | 1 | 1 | 1 | 1 |
| Average | 2.6 | 1.8 | 2 | 1.2 | 1.2 | 1.2 | 1 | 1 | 1 |