



Satyam Fashion Institute
Reaccredited by NAAC Grade A CGPA 3.18
Affiliated to SNDT Women's University,
Mumbai



Course

PRODUCT PHOTOGRAPHY
CREDITS - 4

Recognized by
SNDTWU-CHETNA
(Centre for Holistic Education, Training and Novel
Advancement)

SNDT WOMEN'S UNIVERSITY

SNDT Women's University is the first Women's university in India as well as in South-East Asia. The University was founded by Maharshi Dr. Dhondo Keshav Karve in 1916 for a noble cause of Women's Education. The University Headquarters is in Churchgate Campus, Mumbai and the other two campuses of this University are at Juhu, Mumbai and Karve Road, Pune.

SATYAM FASHION INSTITUTE, NOIDA

Satyam Fashion Institute, Noida, Delhi NCR, is one of the top fashion Institutes in India, providing UGC approved courses in affiliation with SNDT Women's University, Mumbai. SFI a fashion institute in Noida believes in the growth of students by making the process of learning by doing, not only developing their technical, motor skills and knowledge but also making them strong for the competitive environment of today's world's and is committed to the idea of enhancing purposeful education with human values and social responsibilities, finally, making developing students to a complete professional. This fashion Institute in NCR offers an outstanding learning environment for students by providing state of the art Infrastructure, facilities, course curriculum and teaching pedagogy.

SNDTWU -CHETNA

The Centre for Holistic Education, Training and Novel Advancements (SNDTWU-CHETNA) is a center established by SNDTWU to develop and create a pool of need-based, Value-based, skill-based capacity-building add-on courses in collaboration with local, national, and international institutions. It will provide courses and programs to build character through human and constitutional values and also, develop life skills, employability skills, and 21st-century skills that are required for the betterment of the society, environment and the whole ecosystem.

SCOPE OF SNDTWU -CHETNA

The centre for Holistic Education, training and Novelty Advancements (SNDTWU-CHETNA) will provide greater Autonomy, Flexibility, Access, and opportunity for choice to the students. It will develop and offer value-based or skill based, Novel, multidisciplinary, add on credit courses, as per the local, national and international needs.

ABOUT THE COURSE

Education is a weapon to improve one's life. It is probably the most important tool to change one's life. According to NEP 2020, one of the objectives of Curriculum and Pedagogy in Schools is "to minimize rote learning and instead encourage holistic development and 21st-century skills such as critical thinking, creativity, scientific temper, communication, collaboration, multilingualism, problem-solving, ethics, social responsibility, and digital literacy" (NEP, 2020).

This course enables to learn how to use resources correctly and create stunning & amazing images. The product photography course covers various techniques, introduction, composition, aesthetics, experiments with themes, packaging and marketing.

ASSESSMENT & GRADING

Assessment and grading will be done on the basis of assignment per module which will be given and continuous evaluation per module will be done accounting for 100 marks in total.

EVALUATION CRITERION

100% practical based Chetna course as per design industry requirement.

Submission and assignments will be given for internal assessment and Jury will be done by Industry Expert for external marking of Digital Illustration Portfolio.

ELIGIBILITY CRITERION

Candidate should have the basic knowledge about the fashion Industry.

First Year Students/10+2.

COURSE FEE

Rs.500 for current SNTWU students who are already registered in CHETNA and Rs.1,000 for other than SNTWU learners. Fees are non-Refundable.

COURSE OUTCOME

- Learn to use resources correctly
- Skills of creating stunning images
- Generate creative skills
- Prepares for photojournalism

COURSE STRUCTURE

Module 1

Introduction to photography

Module 2

Product composition

Module 3

Understanding exposure, lighting, props & styling

Module 4

Shoot processing & marketing

Course at Glance

Course Title	PRODUCT PHOTOGRAPHY
Expected workload	60 hrs.
Host Institute	SATYAM FASHION INSTITUTE, NOIDA
Credits	4
Language	Hindi & English
Mode of Course delivery	Campus-Level (blended mode)
Level	UG
Course Intake	30
Certification	Course completion certificate with a credit

Key features of the Course

- Practical Based Course
- Theme Based Shoots
- Enhancing photography skills
- Prepare for variety of careers

Important Dates

Course Duration:
1st August 2024 - 30th October
2024
Last Date to apply:
30th July 2024

PROGRAM HEADS



DR. UJWALA CHAKRADEO

Hon'ble Vice-Chancellor
SNDT Women's University, Mumbai



DR. MAHESH HANMANTH
KOLTAME

CHETNA Director
SNDT Women's University, Mumbai



DR. NEETU MALHOTRA

Principal- SFI
CHETNA COURSE DIRECTOR and
COURSE COORDINATOR



DR. PREETI SINGH

Assistant Professor
COURSE FACILITATOR