Value Added Course

Photography

Subject	Credits	Hours	Marks		
Photography		40		-	50
Practical			Internal	External	Total

OBJECTIVES:
The learner will be able to-
1. Compose photographs by implementing the study of elements of design, principles of design, camera control, light exposure, image composition, image editing and exposure technique.
2. Implement the vector software skills to enhance photographs at professional level.

CONTENT:

Block No	Objective	Topic/Content Analysis	Assignments	Duration
1	To be able to Identify the elements and principles of studio and outdoor photography.	Basics – Introduction to photography - Elements of photography - principles of photography Introduction to Creative practice for Lighting for studio and outdoor photography keeping in mind : - camera control, - Image composition, - expose technique, control of continuous	Develop a document on the on parts of camera (Ex.- Lens, Aperture, Shutter, Sensor), Elements and principle of photography, camera control, Image composition, Lighting Principles.	10
2	To be able to apply the Digital Photography for natural images.	Introduction to digital photography – film, exposure, light concepts, film processing and photographic chemistry Introduction to digital technique, new technology and evaluating photography with photography analysis and criticizing. Photography Technology – Study of photography from	Developing photographs from nature by working on: Depth of field, light, composition with camera.	10

3	To be able to use photography as a tool for the advertising of fashion items	Medium format photography – use of medium format camera, advance tungsten light technique, introduction to mono-block electronic flash units for photography of models and accessories for advertising, editorial or illustration use of techniques. Large format photography – use of large format view camera for commercial still life photography.	Photograph and print the photos of accessories (one each) for advertising, editorial or illustration by working with Light, exposure in the dark room.	10
4	To be able to use vector software for editing of commercial photographs.	Vector software – Techniques for scanning, creation of selection, layers, colors correction, basic image manipulation, image merging, color matching,	Edit the photographs using vector software to create commercial photograph	10

Evaluation pattern –
Internal Assessment: 50 marks continuous evaluation which includes Class Assignments

REFERENCE BOOKS:

1. Jeremy Webb, (2005), **"*Basic creative photography of Design Process*"**, Ava Publishing.

2. Eliot siegel, "*The Fashion Photography*", Thames & Hudson.

3. Mark Haworth Booth, (1997), "*Photography -An Independent Art*", V & A.

4. Michael Freeman, (2007), "*The Photographer's Eye*", Focal Press, 1st Edition.