

*ABEDA INAMDAR COLLEGE PUNE*

**Certificate Course in Digital Photography**

**(Faculty of Science & Technology)**

**Digital Photography**

**Choice Based Credit System Syllabus**

**To be implemented from Academic Year 2021-2022**

## **Title of the Course: Certificate Course in**

### **Digital Photography**

#### **Preamble:**

Digital photography is a relatively new topic for study in the area of computer science. Photographic technologies were only first computerized in the 1990s, but have rapidly supplanted older film technologies for a majority of professional uses. Digital photography has not simply substituted silicon chips for film, however, but has brought about rapid changes throughout the photographic process as photography entered the realm of information technology.

Therefore, the faculty of the computer science department has felt the requirement to start with a certificate course in Digital Photography. This course is of six month and has been prepared while keeping both students and working professionals in mind.

#### **Introduction:**

Digital art photography involves using digital cameras to capture aesthetically beautiful shots of people and animals, landscapes and still objects. The images are saved on a disk or directly on to the computer, while in conventional photography the images are captured on film. These images are then scanned and saved onto the computer for any changes/effects that might be needed. Digital art photography careers are found in fashion and portrait work, which involves capturing photos of models, brides, and children. Other digital art photography careers are working for news, entertainment and film magazines, or field work for insurance companies and investigation agencies. One can also do freelance work in this field, which means you work for yourself.

#### **PREREQUISITE:**

- Students must have basic operational knowledge of computers.
- Students must understand English language.
- Students must have basic knowledge of the Internet.

**Duration:** The Program comprises six months.

**Evaluation:** Six-month program with the combination of 60% External Marks and 40% Internal Marks.

**Number of seats:** 60

**Eligibility:** 10+2 Any Stream

## Titles of Papers, Credit Allocation and Scheme of Evaluation

(Total credits=30)

Paper Code	Course Type	Paper title	Credits		Evaluation		
			T	P	CE	SEE	Total
21AUCCPH 101	Core Credit Theory	DIGITAL PHOTOGRAPHY (Th)	4		40	60	100
21AUCCPH 102	Core Credit Theory	DIGITAL ART PHOTOGRAPHY (Th)	4		40	60	100
21AUCCPH 103	Core Credit Theory	Introduction to Entrepreneurship and soft skill (Th)	4		40	60	100
21AUCCPH 104	Core Credit Practical	Photographing People (Pr)	-	4	40	60	100
21AUCCPH 105	Core Credit Practical	Product Photography (Pr)	-	4	40	60	100
21AUCCPH 106	Core Credit Practical	Action and Sports Photography (Pr)	-	4	40	60	100
21AUCCPH 107	Core Credit Practical	Project/Portfolio	-	4	40	60	100
21AUCCPH 108	Core Credit Practical	On Job Training		2	20	30	50
<b>Total</b>			<b>12</b>	<b>18</b>	<b>300</b>	<b>450</b>	<b>750</b>

### Abbreviation:

T: Theory

P: Practical

CE: Continuous evaluation

SEE: Semester End Examination

\*On Job Training should be carried out in any one subject per semester as per NSDC Guidelines for following Skill Sets: Semester IV Skill Sets

**Paper - I**

**Course Type: Core Course Theory**

**Course Code: 21AUCCPH101**

**Course Title: DIGITAL PHOTOGRAPHY**

Teaching Scheme 5 Hours / Week	No. of Credits 4	Examination Scheme CE: 40Marks SEE: 60Marks
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**Course Objectives:**

The scope of digital photography is diverse, in terms of career fields. Professions that require the services of photographers are the print media, commercial and industrial fields. Some photographers work on a freelance basis, working from project to project, while others work on a payroll basis for newspapers or various businesses. Many photographers enter this profession after receiving degrees or diplomas in photography or photojournalism. Although not essential, a degree/diploma provides a sound base and good theoretical knowledge in photography and helps learn the basics of technology and objects that will be used. Some digital photography careers are fashion and portrait work. Photo shoots with models, brides and children are part of the routine in this work. Other digital photography careers are less apparent, like paparazzi assignments, investigation, or field work for mortgage companies. Most digital photography careers are on a freelance basis, which means you are your own boss; however, there are staff positions for photographers at newspapers, magazines and portrait studios.

**Course Outcomes:** - On completion of this course, students will be able to:

1. Learn how to see your images in a more sophisticated way, like a professional photographer.
2. Learn how to take better portraits with any camera.
3. Tips for improving your portrait, group, couples, groups & child photography.
4. Editing portraits, groups, couples, groups & children to make them look stunning.
5. Choose a better background and compose your subject.
6. Feel confident interacting and posing your subject.
7. learn to think like a pro shooter to help them understand how to improve their photography skills.
8. Combine technical mastery, artistry, game, or event knowledge, and understanding of the human condition to make great photos.
9. Product Photography Using Selective Focus Exposure affects you Images Controlling Brightness and Contrast Close up Photography.
10. Interior and Exteriors Architectural photography Industrial shooting (Internal &
11. external) And use of various wide-angle lenses. Landscape photography.
12. Action and Sports Photography To capture the action, in different ways, to know the game first, Selecting the equipment's according to the game. (Use of various zoom and tele lenses and tripods)

<b>Course Contents</b>		
<b>Chapter 1</b>	<b>BEYOND THE BASICS</b>	<b>8 Hours</b>
1.0 Introduction 1.1 Unit Objectives 1.2 Camera Controls and Creativity 1.2.1 Basic Controls for Exposure 1.2.2 Advanced Controls for Controlling Color and Tone 1.3 Digital Photographs 1.4 Automatic All the Way 1.5 Working of Digital Camera 1.6 Selecting Image Size and Quality 1.7 Selecting Exposure Modes 1.7.1 Programmed 1.7.2 Shutter Priority 1.7.3 Aperture Priority 1.7.4 Manual 1.8 Types of Lenses 1.9 Summary 1.10 Key Terms 1.11 Answers to ‘Check Your Progress’ 1.12 Questions and Exercises 1.13 Further Reading		
<b>Chapter 2</b>	<b>Photographing People</b>	<b>8 Hours</b>
2.0 Introduction 2.1 Unit Objectives 2.2 Photography Esthetics for People and Portrait Photography 2.2.1 Seeing like a Photographer 2.2.2 Composing a Photograph 2.2.3 Choosing the Best Lens and Other Settings for a Particular Composition 2.2.4 Choosing the Best Light 2.2.5 Finding the Right Exposure 2.2.6 Selecting Photographs from a Photo Shoot 2.3 Photographing Men, Women, Couples and Groups 2.3.1 Posing and Body Language 2.3.2 Importance of Clothing and Dressing Styles 2.3.3 Rules of Composition and Breaking Rules 2.3.4 Highlighting Relationships in Photographs with more than One Subject 2.3.5 Correcting Esthetics 2.4 Child Photography 2.4.1 Planning a photo session 2.4.2 Expectations and Attitude		

- 2.4.3 Importance of Close-Up
- 2.4.4 Variety in Framing, Moods and Expressions
- 2.4.5 Choosing Backgrounds
- 2.4.6 Photographing Different Age Groups
- 2.4.7 Considerations for Photographing Models
- 2.5 Indoor/Studio Lighting
  - 2.5.1 Studio Lighting Equipment
  - 2.5.2 Standard Lighting Techniques
  - 2.5.3 Creative Lighting Techniques
- 2.6 Outdoor Lighting Techniques
  - 2.6.1 Using Flash
  - 2.6.2 Using Available Light
  - 2.6.3 White Balance Techniques
  - 2.6.4 Equipment for Using Available Light
- 2.7 Summary
- 2.8 Key Terms
- 2.9 Answers to 'Check Your Progress'
- 2.10 Questions and Exercises
- 2.11 Further Reading

<b>Chapter 3</b>	<b>PRODUCT PHOTOGRAPHY</b>	<b>9 Hours</b>
<ul style="list-style-type: none"> <li>3.0 Introduction</li> <li>3.1 Unit Objectives</li> <li>3.2 Using Selective Focus</li> <li>3.3 Getting Correct Exposure               <ul style="list-style-type: none"> <li>3.3.1 Exposure Modes</li> </ul> </li> <li>3.4 Inside a Studio</li> <li>3.5 Flash Photography</li> <li>3.6 Close-up Photography               <ul style="list-style-type: none"> <li>3.6.1 Close-up vs Macro Photography</li> <li>3.6.2 Equipment's</li> </ul> </li> <li>3.7 Summary</li> <li>3.8 Key Terms</li> <li>3.9 Answers to 'Check your Progress'</li> <li>3.10 Questions and Exercises</li> <li>3.11 Further Reading</li> </ul>		

<b>Chapter 4</b>	<b>INTERIORS AND EXTERIORS</b>	<b>8 Hours</b>
4.0 Introduction 4.1 Unit Objectives 4.2 Architectural Photography 4.2.1 Understanding Architecture 4.2.2 Lighting for Architecture 4.2.3 Other Considerations for Architectural Photography 4.3 Industrial Photography 4.3.1 History of Industrial Photography 4.3.2 History of Camera Shutters 4.3.3 Understanding Industrial Environment 4.3.4 Special Considerations for Industrial Photography 4.3.5 Common Problems 4.4 Wide-Angle Lenses 4.4.1 Types of Wide-Angle Lenses 4.5 Landscape Photography 4.5.1 Understanding Different Types of Landscapes 4.5.2 Understanding Lighting, Climate and Weather Conditions 4.5.3 Urban Landscape Photography 4.6 Framing a Photograph 4.7 Summary 4.8 Key Terms 4.9 Answers to ‘Check Your Progress’ 4.10 Questions and Exercises 4.11 Further Reading		
<b>Chapter 5</b>	<b>ACTION AND SPORTS PHOTOGRAPHY</b>	<b>15 Hours</b>
5.0 Introduction 5.1 Unit Objectives 5.2 Understanding the Basics for Shooting Action and Sports 5.2.1 Camera Body 5.2.2 Lens Selection 5.3 Usefulness of the Photographs 5.3.1 Editorial Use 5.3.2 Commercial Use 5.3.3 Evaluating a Photograph 5.4 Selecting the Equipment’s (The Professional Approach) 5.5 Capturing Correct Exposure 5.6 All About Lighting 5.7 Capturing the Action 5.7.1 Knowing the Game, before Shooting 5.7.2 Capturing Emotions of the Players and Audience 5.8 Capturing Sports Environment and Objects		

- 5.8.1 Inside a Sports Stadium
- 5.8.2 Shooting Outdoor Sports
- 5.8.3 Shooting Still Life
- 5.9 Photographing a Game of Tennis
- 5.10 Photographing a Game of Football
- 5.11 Photographing other Sports
- 5.12 Summary
- 5.13 Key Terms
- 5.14 Answers to ‘Check your Progress’
- 5.15 Questions and Exercises
- 5.16 Further Reading

<b>Chapter 6</b>	<b>THE PHOTO SHOOT: FROM START TO FINISH</b>	<b>12 Hours</b>
<ul style="list-style-type: none"> <li>6.0 Introduction</li> <li>6.1 Unit Objectives</li> <li>6.2 Photography on the Given Theme <ul style="list-style-type: none"> <li>6.2.1 365 Days</li> <li>6.2.2 Photo Walks</li> <li>6.2.3 100 Strangers</li> <li>6.2.4 Alphabets</li> <li>6.2.5 Object</li> <li>6.2.6 Monochrome</li> </ul> </li> <li>6.3 Selecting a Suitable Subject</li> <li>6.4 Getting Ready for the Photo Shoot</li> <li>6.5 Selecting a Location</li> <li>6.6 Photography Equipment for a Travelling Photographer</li> <li>6.7 Legal Issues in Photography <ul style="list-style-type: none"> <li>6.7.1 Professional Training</li> <li>6.7.2 Commercial Use Myths</li> <li>6.7.3 Freedom of the Press</li> <li>6.7.4 Limitations on Publication</li> <li>6.7.5 Model Releases</li> <li>6.7.6 Private Property</li> <li>6.7.7 National Security</li> <li>6.7.8 Editorial</li> <li>6.7.9 Commercial</li> <li>6.7.10 The Right of Publicity</li> </ul> </li> <li>6.8 Summary</li> <li>6.9 Key Terms</li> <li>6.10 Answers to ‘Check Your Progress’</li> <li>6.11 Questions and Exercises</li> <li>6.12 Further Reading</li> </ul>		



**Reference Books:**

1. The Digital Photography Book by Scott Kelby
2. Digital Photography Book, Part 2, The by Scott Kelby
3. The Digital Photography Book: Part 3 by Scott Kelby
4. How to Create Stunning Digital Photography by Tony Northrup
5. The Photographer's Eye Remastered 10th Anniversary: Composition and Design for Better Digital Photographs by Michael Freeman

**Paper - II**

**Course Type: Core Course Theory**

**Course Code: 21AUCCPH102**

**Course Title: Digital Art Photography**

Teaching Scheme 5 Hours / Week	No. of Credits 4	Examination Scheme CE: 40Marks SEE: 60Marks
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**Course Objectives**

1. This course is designed from a photographic viewpoint. We will be utilizing the unique and unlimited power of post processing of a digital image. My emphasis is on photography as a purist. I want my students to have a mental image of the photo first, and then to create a photo that matched their thoughts.
2. To become proficient at the technical aspect of photographing with a digital camera. Students will be working with those images in post processing including digital editing, saving, sizing, and posting of those images To develop and practice skills using digital photography tools and the Internet including emailing and posting to a web site.
3. To learn to shoot with digital cameras maximizing the quality of the output
4. from them.
5. To appreciate more about the "Photographer's Art" through the study of historic
6. and contemporary trends and to apply that appreciation to and through your
7. own work.
8. To develop the habit of looking closely at the visible world around you in order
9. to represent it in terms of aesthetics, beauty and truth. – To look at what you are seeing and to see what you are looking at.

**Course Outcomes:** - On completion of this course, students will be able to:

1. You will learn how to see your images in a more sophisticated way, like a professional photographer.
2. You will add exposure to your photographer's tool belt and learn how it impacts many visual elements of your images.
3. You will learn how to adjust your aperture and why you would choose one aperture over another.
4. You will learn how to adjust your shutter speed and why you would choose one shutter speed over another.
5. You will learn how all the modes (Auto, P, S, A and M) work and when you should be using each mode.
6. You will learn to recognize the difference between depth-of-field blur and motion blur.
7. You will start spending more time observing and capturing beautiful moments around you, rather than staring down at your camera feeling confused.

<b>Course Contents</b>		
<b>Chapter 1</b>	<b>EXPLORING DIGITAL PHOTOGRAPHY</b>	<b>10 Hours</b>
1.0 Introduction 1.1 Unit Objectives 1.2 The Exploration Stage 1.2.1 Past and Future of Digital Photography 1.2.2 Types of Cameras 1.2.3 Digital and SLR Cameras 1.2.4 Choosing the Camera 1.2.5 Using Buttons and Menus 1.3 Selection and Treatment 1.3.1 Image Enhancement Operations 1.4 Execution, Installation and Presentation 1.4.1 Exposure Modes 1.4.2 Pictures in Low Lighting 1.4.3 Bright Background 1.4.4 Bracketing 1.4.5 Installation of Different Image Editing Software 1.4.6 Saving a File 1.4.7 Presentation of Digital Images 1.5 Summary 1.6 Key Terms 1.7 Answers to ‘Check Your Progress’ 1.8 Questions and Exercises 1.9 Further Reading		
<b>Chapter 2</b>	<b>DIGITAL PHOTOGRAPHY</b>	<b>15 Hours</b>
2.0 Introduction 2.1 Unit Objectives 2.2 Inside the Digital Camera 2.2.1 Image Sensor and Its Types 2.2.2 Built-in Memory and Memory Cards 2.2.3 ISO Rating 2.2.4 Digital Camera +/-Button 2.2.5 White Balance 2.2.6 Digital Camera Aperture and Shutter Priority Modes 2.2.7 Checking the Depth of a Field 2.2.8 Self Timer 2.2.9 LCD Preview 2.2.10 Advantages and Application of Digital Photography 2.2.11 Uses of Digital Images 2.3 Principles of Digital Photography		

- 2.3.1 LCD or the Viewfinder
- 2.3.2 Replacement of an Auto-Focus Camera with a Fixed-Focus Camera
- 2.3.3 Delay in the Shutter While Clicking Pictures
- 2.3.4 Camera Lens Cleaning
- 2.3.5 Understanding Memory and Image Formats
- 2.3.6 Panorama Mode
- 2.3.7 Macro Mode
- 2.3.8 Digital Zoom
- 2.3.9 Memory Constraints
- 2.4 Lenses
- 2.4.1 Types of Lenses
- 2.4.2 Working and Angle View of a Lens
- 2.5 Summary
- 2.6 Key Terms
- 2.7 Answers to ‘Check Your Progress’
- 2.8 Questions and Exercises
- 2.9 Further Reading

<b>Chapter 3</b>	<b>CAMERA CONTROLS, FILTERS AND FLASH TYPES</b>	<b>20 Hours</b>
<ul style="list-style-type: none"> <li>3.0 Introduction</li> <li>3.1 Unit Objectives</li> <li>3.2 Shutter Speed, Aperture and Exposure Control <ul style="list-style-type: none"> <li>3.2.1 Effect of Shutter Speed on Exposure</li> <li>3.2.2 Shutter Speed and Subject Motion</li> <li>3.2.3 Stopping Action</li> <li>3.2.4 Implying Motion</li> <li>3.2.5 Shutter Speed and Camera Motion</li> <li>3.2.6 Stopping Camera Shake</li> <li>3.2.7 Panning with the Motion</li> <li>3.2.8 Shutter Speeds for Flash Synchronization</li> </ul> </li> <li>3.3 Taking Control of Aperture Selection <ul style="list-style-type: none"> <li>3.3.1 Understanding the Aperture’s Effect on Exposure</li> </ul> </li> <li>3.4 Auto Winder or Motorized Camera</li> <li>3.5 Depth of Field <ul style="list-style-type: none"> <li>3.5.1 Concept of Depth of Field</li> <li>3.5.2 Keeping Everything Sharp</li> <li>3.5.3 Adjusting the Hyperfocal Distance</li> <li>3.5.4 Using Manual Focus Lenses</li> <li>3.5.5 Apertures and Image Quality</li> <li>3.5.6 Using Aperture–Priority Exposure</li> </ul> </li> <li>3.6 Exposure Meter <ul style="list-style-type: none"> <li>3.6.1 Reflected Meter and Incident Meter</li> </ul> </li> <li>3.7 Metering System</li> </ul>		

3.7.1 Average Metering		
3.7.2 Selecting the Metering Mode		
3.8 Filters and Lenses		
3.8.1 Filters		
3.8.2 Optional Lenses		
3.8.3 Polarizing Filter		
3.8.4 Special Filters		
3.9 Composition of a Good Photograph		
3.10 Flash Types		
3.11 Summary		
3.12 Key Terms		
3.13 Answers to ‘Check Your Progress’		
3.14 Questions and Exercises		
3.15 Further Reading/References		
<b>Chapter 4</b>	<b>MANAGING DIGITAL ASSETS</b>	<b>15 Hours</b>
4.0 Introduction		
4.1 Unit Objectives		
3.2 Selecting Good Photo Opportunities		
4.3 Managing Digital Cameras		
4.3.1 Choose the Image File Format to Suit Your Needs		
4.3.2 Set the Image Resolution and Compression Level		
4.3.3 Control Your Camera’s Light Sensitivity with the ISO Setting		
4.3.4 Improve Color with the White Balance Setting		
4.3.5 Shoot Your Best from the Start		
4.3.6 Pack for a Successful Shoot		
4.4 Focusing Exposure Effects		
4.4.1 Pick Good Light for Better Photos		
4.4.2 Shoot Effectively in Bright Sun		
4.4.3 Shoot in the Shade for Gentle Light		
4.4.4 Take Advantage of the Golden Hour		
4.5 Controlling Brightness		
4.5.1 Control Natural Light with a Diffuser		
4.5.2 Open Up Harsh Shadows with Fill Flash		
4.5.3 Illuminate Portraits with Window Light		
4.5.4 Using Flash		
4.5.5 Use Bounce Flash for Better Indoor Lighting		
4.5.6 Prevent Red Eye		
4.6 Cleanliness, Precautions and Image Printouts		
4.7 Burning Movies to DVD and VCD		
4.7.1 Competing DVD Recording Standards		
4.7.2 VCDs		
4.7.3 Recordable DVD Drives		
4.7.4 Burn a DVD or VCD		

- 4.7.5 Basic Steps to Create your own DVDs and VCD Movies
- 4.7.6 Burning Issues
- 4.7.7 VCD Compatibility Issues
- 4.8 Summary
- 4.9 Key Terms
- 4.10 Answers to 'Check Your Progress'
- 4.11 Questions and Exercises
- 4.12 Further Reading

**Reference Books:**

1. The Digital Photography Book by Scott Kelby
2. Digital Photography Book, Part 2, The by Scott Kelby
3. The Digital Photography Book: Part 3 by Scott Kelby
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### Paper - III

**Course Type:** Core Course Theory

**Course Code:**21AUCCPH103

**Course Title: Introduction to Entrepreneurship and soft skill**

Teaching  
Scheme 5  
Hours / Week

No. of Credits  
4

Examination  
Scheme CE:  
40Marks  
SEE: 60Marks

#### Course Objectives

1. To introduce the fundamentals of entrepreneurship.
2. To develop the ability to Understand the characteristics of the various forms of business organization
3. To understand structured approach towards being a successful entrepreneur.
4. To develop plan of launching a start-up
5. To develop business -solution model around the current problems
6. To understand digital marketing as a tool for entrepreneurs.

**Course Outcomes:** - On completion of this course, students will be able to:

1. Explore various ideas and business models around the business idea.
2. Plan the core component and elements required to start a successful start-up.

#### Course Contents

<b>Chapter 1</b>	<b>Fundamentals of Entrepreneurship</b>	<b>3 Hours</b>
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- 1.1 What is the mindset of an entrepreneur
- 1.2 Identifying a problem
- 1.3 Need Analysis
- 1.4 Sensing solution among the problems
- 1.5 Developing the seed “The Idea”
- 1.6 Searching market moves & trend
- 1.7 Understanding Creativity and Innovation
- 1.8 Opportunity finding and taking the right approach.

<b>Chapter 2</b>	<b>Develop the Plan for Startup</b>	<b>7 Hours</b>
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- 2.1 Taking first steps to develop a business model.  
Selecting the right type for registering the business.
- 2.2 Business Plan: concept, format.
- 2.3 Components: Organizational plan; Operational plan; Production plan; Financial plan; Marketing plan; Human Resource planning

<b>Chapter 3</b>	<b>Branding &amp; Marketing of Start-up</b>	<b>10 Hours</b>
3.1 Developing a brand around the idea. 3.2 Branding, Logo, Tagline 3.3 Copyright, trademark and Patent for start-up 3.4 Planning a strategy for promoting the start-up 3.5 The Art of negotiation and methods 3.6 Customer Relationship Management 3.7 Vendor Management 3.8 Developing the minimum viable product 3.9 Sales and marketing plan		
<b>Chapter 4</b>	<b>Growing the Startups</b>	<b>10 Hours</b>
4.1 Lean startup growth 4.2 Making a growth plan for the startup. 4.3 Concept of Franchising the startup 4.4 Mergers and Acquisition: Concept, reasons, types. 4.5 Reasons for failure of Mergers and Acquisitions.		
<b>Chapter 5</b>	<b>Cost, Expenses, Inventory and ROI</b>	<b>10 Hours</b>
5.1 Unit of Sale, Unit Cost for multiple products or services 5.2 Break even Analysis for multiple products or services 5.3 Computation of Working Capital 5.4 Inventory Control and EOQ 5.5 Return on Investment (ROI) and Return on Equity (ROE)		
<b>Chapter 6</b>	<b>Resource Mobilization</b>	<b>5 Hours</b>
6.1 Capital Market- Primary and Secondary 6.2 Stock Exchange- Concept, features, functions and importance 6.3 Securities and Exchange Board of India- History, establishment, powers 6.4 Angel Investor: Features 6.5 Venture Capital: Features, funding		
<b>Chapter 7</b>	<b>Digital Marketing as Marketing Tool</b>	<b>15 Hours</b>
7.1 What is Digital Marketing 7.2 Growth of digital marketing 7.3 Benefits of digital marketing 7.4 Different digital marketing channels 7.5 Setting up digital marketing budgets		



**Reference Books:**

1 - Udyamita (in Hindi) by Dr. MMP. Akhouri and S.P Mishra, pub. By National Institute for Entrepreneurship and Small Business Development (NIESBUD), NSIC-PATC Campus, Okhla

2-Entrepreneurship development & management (English, Paperback, V. K. Joshi) Publisher: Jagdamba Publishing Company ISBN: 9789380280462, 9380280462

3-Entrepreneurship Paperback – 1 July 2020 by Rajeev Roy Publisher: OUP India; 3rd edition (1 July 2020) Language: English Paperback: 600 pages ISBN-10: 0190125306

4- Safalta Ki 22 Chabiyaan (In Hindi) by Dr. Rishi Acharya pub. by Notion Press Chennai ISBN-10: 1947027514

**Magazines**

- Udyamita Samachar Patra (Monthly, Hindi), Pub. By Centre for Entrepreneurship Development, M.P. (CEDMAP), 60 Jail Road, Jhangerbad, Bhopal-462008.

- Science Tec. Entrepreneur (A Bi Monthly Publication), Centre for Entrepreneurship Development, M.P (CEDMAP), 60 Jail Road, Jhangerbad, Bhopal -462008

## Paper - IV

**Course Type: Core Course Practical**

**Course Code: 21AUCCPH104**

**Course Title: Practical course on Photographing People**

Teaching Scheme 4hrs 20 mins Hrs. / week	No. of Credits 4	Examination Scheme CE: 40Marks SEE: 60Marks
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### Course Objectives

- Photography aesthetics of people (Male, females, couples, groups & child Photography) In studio and outdoor and available light

### Course Outcomes: -

On completion of this course, students will be able to:

1. You will learn how to take better portraits with any camera.
2. Tips for improving your portrait, group, couples, groups & child photography.
3. Edit your portraits portrait, group, couples, groups & child to make them look stunning.
4. Choose a better background and compose your subject.
5. Feel confident interacting and posing your subject.

### Guidelines:

**Lab Book:** The lab book is to be used as a hands-on resource, reference and record of assignment submission and completion by the student. The lab book contains the set of assignments which the student must complete as a part of this course.

### Submission:

1. Be comfortable that your submission falls in line with the assignment
2. Remember composition trading line and the role of third
3. You can Submit only 15 photographs per category in each assignment.
4. If your submission within 1600 by 1200 pixels using maximum quality
5. makes sure your photograph is submitted before midnight on the day of the deadline for that assignment
6. name your photo when you upload it on the Email.

**Assessment:**

Continuous assessment of laboratory work is to be done based on overall performance and lab assignments performance of students. Each lab assignment assessment will be assigned grade/marks based on parameters with appropriate weightage. Suggested parameters for overall assessment as well as each lab assignment assessment include- timely completion, performance, creativity

**Operating Environment:**

For Digital Photography

Operating system: Windows 10

Software: Lightroom

Equipment's: DSLR Camera, Lenses, Memory Card, Tripod or Monopod

Artificial Light Source, Reflector

**Suggested List of Assignments:****Assignment 1.**

Filling the frame:

15 unique photographs in Assignment.

**Assignment 2.**

Still life:

One Object, Many Angles. 15 unique photographs in Assignment

**Assignment 3.**

People in their environment:

15 unique photographs in Assignment.

**Assignment 4.**

Position the eyes carefully in the frame

15 unique photographs in Assignment.

**Assignment 5.**

Use textures in portrait

15 unique photographs in Assignment.

**Assignment 6.**

Eyes, Hands, Feet closeups shot

15 unique photographs in Assignment.

**Assignment 7.**

Expectations and Attitude of child

15 unique photographs in Assignment.

**Assignment 8.**

Photographing Different Age Groups: Newborn to five months, 5 months to 1 year, 1 to 2 years

15 unique photographs in Assignment.

**Books: Laboratory handbook**

## Paper - V

**Course Type: Core Course Practical**

**Course Code: 21AUCCPH105**

**Course Title: Practical course on Product Photography**

Teaching Scheme 4hrs 20 mins Hrs. / week	No. of Credits 4	Examination Scheme CE: 40Marks SEE: 60Marks
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### Course Objectives

1. Product Photography Using Selective Focus Exposure affects you Images Controlling Brightness and Contrast Close up Photography

### Course Outcomes: -

On completion of this course, students will be able to:

1. Understand product photography
2. Use selective focus
3. Understand exposure and control brightness and contrast
4. Learn about the basics of close-up photography
5. Learn about equipment used for close-up photography
6. Learn about basics of flash photography

### Guidelines:

**Lab Book:** The lab book is to be used as a hands-on resource, reference and record of assignment submission and completion by the student. The lab book contains the set of assignments which the student must complete as a part of this course.

### Submission:

1. Be comfortable that your submission falls in line with the assignment
2. Remember composition trading line and the role of third
3. You can Summit only 15 photographs per category in each assignment.
4. If your submission within 1600 by 1200 pixels using maximum quality
5. makes sure your photograph is submitted before midnight on the day of the deadline for that assignment
6. name your photo when you upload it on the Email.

**Assessment:**

Continuous assessment of laboratory work is to be done based on overall performance and lab assignments performance of students. Each lab assignment assessment will be assigned grade/marks based on parameters with appropriate weightage. Suggested parameters for overall assessment as well as each lab assignment assessment include- timely completion, performance, creativity

**Operating Environment:**

For Digital Photography

Operating system: Windows 10

Software: Lightroom

Equipment's: DSLR Camera, Lenses, Memory Card, Tripod or Monopod

Artificial Light Source, Reflector.

**Suggested List of Assignments:****Assignment 1.**

product photography using selective focus

15 unique photographs in Assignment.

**Assignment 2.**

product photography using Flash:

15 unique photographs in Assignment

**Assignment 3.**

Close-Up and Macro Photography using Extension tube:

15 unique photographs in Assignment.

**Assignment 4.**

Position the eyes carefully in the frame

15 unique photographs in Assignment.

**Books: Laboratory handbook**

## Paper - VI

**Course Type: Core Course Practical**

**Course Code: 21AUCCPH106**

**Course Title: Practical course on Action and Sports Photography**

Teaching Scheme 4hrs 20 mins Hrs. / week	No. of Credits 4	Examination Scheme CE: 40Marks SEE: 60Marks
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### Course Objectives

1. Action and Sports Photography to capture the action, in different ways, to know the game first, Selecting the equipment according to the game. (Use of various zoom and tele lenses and tripods)

### Course Outcomes: -

On completion of this course, students will be able to:

1. Understand the basics of action and sports photography techniques
2. Explain the nature of games
3. Select the equipment according to the game
4. Use the various zoom and tele lenses
5. Understand the various types of tripods

### Guidelines:

**Lab Book:** The lab book is to be used as a hands-on resource, reference and record of assignment submission and completion by the student. The lab book contains the set of assignments which the student must complete as a part of this course.

### Submission:

1. Be comfortable that your submission falls in line with the assignment
2. Remember composition trading line and the role of third
3. You can Summit only 15 photographs per category in each assignment.
4. If your submission within 1600 by 1200 pixels using maximum quality
5. makes sure your photograph is submitted before midnight on the day of the deadline for that assignment
6. name your photo when you upload it on the Email.

**Assessment:**

Continuous assessment of laboratory work is to be done based on overall performance and lab assignments performance of students. Each lab assignment assessment will be assigned grade/marks based on parameters with appropriate weightage. Suggested parameters for overall assessment as well as each lab assignment assessment include- timely completion, performance, creativity

**Operating Environment:**

For Digital Photography

Operating system: Windows 10

Software: Lightroom

Equipment's: DSLR Camera, Lenses, Memory Card, Tripod or Monopod

Artificial Light Source, Reflector.

**Suggested List of Assignments:****Assignment 1.**

Any sport event -Using 'Shutter 'Speed' To Freeze Action

15 unique photographs in Assignment.

**Assignment 2.**

STOPPING MOTION:

2 unique stop motion in Assignment

**Assignment 3.**

PANNING WITH THE MOTION:

Take 4 photos where the panning suggests fast motion – follow your subject to blur the background but keep your subject in focus.

**Assignment 4.**

: BLURRED ACTION

Take 4 photos of objects in motion that are blurred, but still recognizable.

**Books: Laboratory handbook**



## Photography (Certificate Course Question Paper Pattern)

- a. **Evaluation Criteria:** The evaluation of students will be based on three parameters: -
- Continuous Internal Evaluation (CIE).
  - Practical / Project Examination
  - Semester End Examination.

- i. **For Continuous Internal Evaluation (CIE):** Internal assessment will be as follows:

### Theory Examination

Credits :4 Duration: 1Hr/Exam Marks:40			
10 Marks Academic Performance	10 Marks Spirit of Collaboration	10 Marks Quiz Submission	10 Marks Class Test
Attendance	Active participation in class activities.	Submission of end module quizzes on regular basis	Minimum 40% marks required to get marks for class test.

- ii. **For Practical/Project Examination:** Internal assessment will be as follows:

Practical Credits :4 Marks:40			Project Credits :4 Marks:60		
10 marks	20 Marks	10 Marks	20 marks	20 Marks	20 Marks
Attendance	Assignment submission on time	Lab Course Book / Journal	Idea and Originality	Accuracy and reliability	Presentation

**For Semester End Examination:** The Duration of the SEE will be as follows:

**For Theory Examination**

<b>Credits: 4</b>		<b>Marks: 60</b>	
<b>Duration: 2.5 hrs.</b>			
<b>Q1</b>	<b>Q2</b>	<b>Q3</b>	
<b>10 marks</b>	<b>20 marks</b>	<b>30 marks</b>	
Short answers <b>(any 5)</b> Each carry 4 marks)	Descriptive <b>(any 2)</b> Each carry 10 marks	Multi choice questions <b>(any 15)</b> Each carry 2 marks	

**For Practical/Project Examination**

<b>Practical</b> <b>Credits: 4    Marks:60</b> <b>Duration: 3.5 Hours</b>						<b>Project</b> <b>Credits :4    Marks :60</b> <b>Duration: 3.5 Hours</b>	
<b>Q1</b>	<b>Q2</b>	<b>Q3</b>	<b>Q4</b>	<b>Q5</b>	<b>Q6</b>	<b>Portfolio</b>	<b>Project Presentation And Design</b>
10 marks	10 marks	10 marks	10 marks	10 marks	10 marks	30 marks	30 marks