

**Draft Syllabus for Diploma in Photography( 3<sup>rd</sup> Semester)**  
**Principles of Photography (TH)**

Name of the Course : Diploma in Photography	
Name of the Subject: Principles of Photography	
Course Code :	Semester: Third
<b>Duration: 15 weeks</b>	<b>Maximum Marks: 100</b>
<b>Teaching Scheme :</b>	<b>Examination Scheme :</b>
Theory : 3 contact hours/week.	<i>Internal Examination : 30 Marks</i>
Tutorial : 1 contact hour/week	Class Test : 20 Marks
Practical: Nil	Teacher's Assessment: 10 Marks
Credit :3	<i>End Semester Examination : 70Marks</i>
<b>Aim:</b>	
1.	To develop knowledge of Principles of Photography based on Physics & Chemistry.
2.	To make students acquainted with all the important principles of photography for the purpose of scientific application.
<b>Objectives - The student will be able to understand</b>	
1.	The properties and behaviour of light, concept of image formation, guiding laws and conditions for the construction of different photographic images.
2.	Basics of optics and the concept of camera lens, qualities and drawbacks and their use & remedy.
3.	The process of preparing silver based B/W photographic negative and positive films.
4.	Concept of exposure, sensitometry, densitometry, Characteristic curve, Rule of Thumb.
5.	Mechanism of image formation on silver based photographic emulsion.
6.	Theory of B/W development and fixing.
7.	Utility of intensification and photographic reduction.
<b>Pre-Requisite -</b>	
1.	Elementary knowledge of optics, inorganic and organic chemistry (taught in first and second semester).

**CONTACT PERIODS: 60(15 WEEKS), INTERNAL ASSESSMENT: 2 WEEKS,  
TOTAL PERIODS: 60**

Content (Name of Topic)		Periods	
<b>Group - A</b>			
<b>Module 1</b>	<b>1.0 Basic Properties of Light</b>		
	1.1 Spectrum 1.2 Propagation, Absorption, reflection, refraction, dispersion 1.3 Image formation 1.4 Guiding laws 1.5 Construction of photographic image 1.6 Image size	3L+1T	
<b>Module 2</b>	<b>2.0 Camera Lens</b>		
	2.1 Variety of Camera Lens, Focal Length, Focal Point, Focal Plane 2.2 APERTURE: Effective & Relative – F/No – T/No 2.3 Hyper Focal Distance 2.4 Circle of Confusion 2.5 Angle of View	3L+1T	
<b>Module 3</b>	<b>3.0 Qualities &amp; Drawbacks of Lens</b>		

	3.1 Resolving & Covering Power 3.2 Depth of Focus 3.3 DEPTH OF FIELD: Factors influencing Depth of Field, Calculation of Depth of Field 3.4 DRAW BACKS OF LENS: Lens Aberration 3.5 Lens Flare	3L+1T	
<b>Group - B</b>			
<b>Module 4</b>	<b>4.0 Exposure</b>		
	4.1 Exposure, It's definition, Law of Reciprocity 4.2 Exposure Variables, Rule of Thumb for manual exposure measurement. 4.3 Basic Sensitometry, Characteristics Curve 4.4 Densitometry & Densitometer.	3L+1T	
<b>Module 5</b>	<b>5.0 Principles of Colour Photography</b>		
	5.1 Colour, its definition, How we see colour 5.2 Colour Synthesis : Additive & Subtractive, Basic Principles of colour photography 5.2 Fundamental properties of colour: Hue, Saturation, Brightness 5.3 Colour Gamut 5.4 Colour Modes & Models	3L+1T	
<b>Group - C</b>			
<b>Module 6</b>	<b>6.0 Black &amp; White Negative Film</b>		
	6.1 Cross section of photographic film 6.2 Constituents of photographic emulsion and uses of each Constituent 6.3 Characteristics of photographic film base 6.4 Film processing- Development, Fixing, Washing, Drying 6.5 Constituents of development bath, stop bath and fixing Bath 6.6 Uses of the constituents in development bath, stop bath and fixing bath 6.7 Chemical reactions that take place in development and fixing baths. 6.8 Monitoring development- effect of time, temperature and agitation. 6.9 Developer and fixer replenisher. 6.10 Use of hypo clearing agent	6L+2T	
<b>Module 7</b>	<b>7.0 After treatment of Negative</b>		
	7.1 Photographic Reducers – subtractive, proportional and super-proportional. 7.2 Intensification- chemical, optical, physical 7.3 Chemical intensification with mercury and chromium	3L+1T	
<b>Module 8</b>	<b>8.0 Chemical Reversal</b>		
	8.1 Steps for chemical reversal 8.2 Dichromate reversing bath 8.3 Permanganate reversing bath	3L+1T	
<b>Group - D</b>			

<b>Module 9</b>	<b>9.0 B/W Positive Print</b>		
	9.1 Characteristics of photographic paper for B/W print 9.2 Print processing- Development, Fixing, Washing, Drying 9.3 Constituents of development bath and fixing bath 9.4 Uses of the constituents in development bath and fixing Bath. 9.5 Chemical reactions that take place in development and fixing baths. 9.6 Developer and fixer replenisher. 9.7 Use of hypo eliminator	3L+1T	
<b>Module 10</b>	<b>10.0 Print Toning</b>		
	10.1 Purpose of toning 10.2 Toning in sepia, blue, green, red and gold.	3L+1T	
<b>Group - E</b>			
<b>Module 11</b>	<b>11.0 Colour Negative Film</b>		
	11.1 Cross section of negative film 11.2 Steps for film processing- (C-41 chemistry) 11.3 Constituents of development bath, bleach bath, fixing bath and bleach-fix bath. 11.4 Uses of the constituents of development bath, bleach bath, fixing bath and bleach-fix bath. 11.5 Chemical reactions that take place in development, bleach, fixing and bleach-fix baths. 11.6 Importance of pH and temperature control	6L+2T	
<b>Module 12</b>	<b>12.0 Colour Positive Print</b>		
	12.1 Cross section of positive paper 12.2 Steps for print processing- (EP-2 process) 12.3 Constituents of development bath and bleach-fix bath 12.4 Uses of the constituents of development bath and bleach-fix Bath 12.5 Chemical reactions that take place in development and bleach-fix baths	3L+1T	
<b>Module 13</b>	<b>13.0 Colour Reversal Film</b>		
	13.1 Steps for producing a coloured reversal from a colour subject 13.2 Steps for reversal processing – (EP-2 process) 13.3 Constituents of B/W developer, reversal bath, colour development bath, bleach bath and fixing bath 13.4 Uses of the constituents of B/W developer, reversal bath, colour development bath, bleach bath and fixing bath 13.5 Chemical reactions that take place in development and bleach-fix baths 13.6 Importance of pH and temperature control	3L+1T	
	<b>Total</b>	<b>60</b>	

## EXAMINATION SCHEME

Internal Examination : Marks - 30		Marks on Class Test : 20			
End Semester Examination : Marks - 70		Teacher's Assessment : 10			
Group	Module	Objective Questions			Total Marks
		To be Set	To be Answered	Marks per Question	
A	1,2,3	4	Any Twenty	1	20×1=20
B	4,5	4			
C	6,7,8	4			
D	9,10	4			
E	11,12,13	4			
Group	Module	Subjective Questions			Total Marks
		To be Set	To be Answered	Marks per Question	
A	1,2,3	2	Any Five taking at least One from each Group	5	5 ×10 =50
B	4,5	2			
C	6,7,8	2			
D	9.10	2			
E	11,12,13	2			

Note 1: Teacher's assessment will be based on performance on given assignments & quizzes.

Note 2: Assignments may be given on all the topics covered on the syllabus.

<b>Text Books</b>		
Name of Authors	Title of the Book	Publisher
Mitchell	Ilford Manual of Photography	Focal Press
Jacobson	Manual of Photography	Focal Press
Cox	Manual of Photography	
Lockett	Camera Lenses	
<b>Reference Books</b>		
Dr. Tulika Das	Chemistry of Photography	Barnana Prakashani
Stroebe	Basic Photographic Materials and Processes	
James	Fundamentals of Photographic Theory	
Boucher	Fundamentals of Photography	
Glafkede	Photographic Chemistry	
Ray	Applied Photographic Optics	

## LIGHTING TECHNIQUES (TH)

Name of the Course : PHOTOGRAPHY	
Name of the Subject: <b>LIGHTING TECHNIQUES</b>	
Course Code :	Semester: Third
<b>Duration: 15 weeks</b>	<b>Maximum Marks: 50</b>
<b>Teaching Scheme :</b>	<b>Examination Scheme :</b>
Theory:2 contact Hour/week.	<b>Internal Examination : 15 Marks</b>
Tutorial : 1contact Hour/week	Class Test : 10 Marks
Practical : Nil	Teacher's Assessment: 05 Marks
Credit : 2	<b>End Semester Examination : 35 Marks</b>
<b>Aim:</b>	
1.	To develop the knowledge & skill of Lighting Techniques in Photography.
2.	Students will understand the knowhow of the lighting techniques for both still & Motion Picture Photography and can function either as an entrepreneur or can take up jobs in the photography and film industry.
<b>Objectives - The student will be able to</b>	
1.	Develop the knowledge and skill in principles of light and its function.
2.	Understand the natural and artificial sources of light and their application in photography.
3.	Understand the concept of various types of light controls used in photography.
4.	Understand the construction and use of electronic flash light in photography;
5.	Understand the concept of lighting on portrait, group, child etc. in still photography.
6.	Understand the concept of lighting for article and copy photography.
<b>Pre-Requisite -</b>	
1.	Basic knowledge of illumination should be known
2.	Knowledge of the use of different types of light is also necessary.

**Contents: Total Periods: 45(15Weeks) +06(2Weeks) =51(17Weeks)**

Content (Name of Topic)		Periods	
<b>Group - A</b>			
<b>Module 1</b>	<b>1.0FUNCTIONS OF LIGHT TO PHOTOGRAPHY</b> 1.1 Contrast 1.2 Sensitivity 1.3 Colour Temperature.	6	
<b>Module 2</b>	<b>2.0Natural Sources of Light</b> 2.1 Day light (Direct & Diffused sources of light) 2.2 Uses 2.3 Results.	6	
<b>Module 3</b>	<b>3.0Artificial Sources of Light</b> 3.1 THERMAL RADIATOR TYPE: Tungsten Lamp - Tungsten Halogen Lamp - Projection Lamp - their constituents, Specifications and types of fitting used. 3.2 ELECTRIC DISCHARGE TYPE: Vapour Discharge Lamp - Arc Lamp – Electronic Flash - their constituents, specifications and types of fitting used.	6	
<b>Group - B</b>			

<b>Module 4</b>	<b>4.0. Types of lighting for photography (natural &amp; artificial)</b> 4.1 Hard Light, Soft Light, Diffused Lighting – their specification and uses. 4.2 Light contrast, Silhouette & semi-Silhouette, High Key, Low Key-their uses. 4.3 Contour, Profile Lighting & Rim Lighting- their specification and uses.	6	
<b>Module 5</b>	<b>5.0 Light Controls</b> 5.1 Qualitative, quantitative and directional aspects of: Barn-Door, Snoot, Dimmer, Filter, Diffuser, Reflector, Cutter, Spot.	6	
<b>Module 6</b>	<b>6.0 TYPES OF FLASH:</b> 6.1 Studio flash, Battery Operated, Portable, 6.2 Ring Flash, Stroboscopic, Multiple, 6.3 Slave Unit, Sensor. Use of each type.	6	
<b>GROUP-C</b>			
<b>Module 7</b>	<b>7.0 Situation Lighting</b> 7.1 Lighting for portrait, Group & Child Photography. 7.2 Lighting for Article Photography. 7.3 Lighting for Copy Photography.	9	
<b>Total</b>		<b>45</b>	

#### EXAMINATION SCHEME

Internal Examination : Marks– 15Marks on Attendance:05,					
End Semester Examination : Marks – 35 Teacher's Assessment :10					
Group	Module	Objective Questions			Total Marks
		To be Set	To be Answered	Marks per Question	
A	1,2&3	5	Any TEN	1	10×1=10
B	4,5&6	5			
C	7	5			
Group	Module	Subjective Questions			Total Marks
		To be Set	To be Answered	Marks per Question	
A	1,2&3	3	Any Five Taking At Least One from Each Group	5	5 ×5 =25
B	4,5&6	3			
C	7	3			

Name of Authors	Title of the Book	Publisher
Ray	Applied Photographic Optics	
Fitt&Thoruley	Lighting Technology: a guide for the entertainment industry	
Hunter &Fuofua	Light: Science & Magic- an introduction to photographic lighting	
Nurnberg	Lighting for photography	

Note 1: Teacher's assessment will be based on performance on given assignments & quizzes.

Note 2: Assignments may be given on all the topics covered on the syllabus.

### INDOOR & OUTDOOR STILL PHOTOGRAPHY-I (TH)

Name of the Course : PHOTOGRAPHY	
Name of the Subject: <b>INDOOR&amp;OUTDOORSTILLPHOTOGRAPHY-I</b>	
Course Code :	Semester: Third
<b>Duration: 17 weeks</b>	<b>Maximum Marks: 100</b>
<b>Teaching Scheme :</b>	<b>Examination Scheme :</b>
Theory:3 contact Hour/week.	Internal Examination : 20 Marks
Tutorial : 1 contact Hour/week	Class Attendance : 5 Marks
Practical : Workshop	Teacher's Assessment: 05 Marks
Credit : 3	End Semester Examination : 70 Marks
<b>Aim:</b>	
1.	The student should know the techniques of handling the different types of cameras and films for common and special shooting situations.
2.	The students should also be equipped with the ability to choose the particular equipment for a particular work from the wide available varieties.
<b>Objectives - The student will be able to</b>	
1.	Understand the concept of selection of cameras and films on the basis of different purposes.
2.	Understand the different types of camera lenses according to different purposes.
3.	Understand and usages about camera stand / tripod on the basis of application;
4.	Understand the concept of selection of composition and angle of view on the basis of distance, size & movements.
5.	Understand the concept of different types of common shooting techniques.
<b>Pre-Requisite -</b>	
1.	Basic knowledge in Shooting Technique.
2.	Basic artistic and aesthetic sense.

**Contents: Total Periods: 60(15Weeks) +08(2Weeks) =68(17Weeks)**

Content (Name of Topic)		Periods
<b>GROUP-A</b>		
<b>Module 1</b>	<b>1.0 SELECTION OF CAMERA (On the basis of)</b>	
	1.1 Size.	
	1.2 Type.	
	1.3 Range.	3

<b>Module 2</b>	<b>2.0 SELECTION OF FILM (On the basis of)</b> 2.1 Size. 2.2 Type. 2.3 Film Speed. 2.4 Film Specification.	3
<b>Module3</b>	<b>3.0 CAMERA LENSES (Brief description, construction, Advantages&amp;Disadvantages, available model)</b> 3.1 Perspective. 3.2 Zoom, Macro, Fish Eye ,Tele- Converter, 3.3 Lens Coating, Lens Mounting.	6
<b>GROUP-B</b>		
<b>Module 4</b>	<b>4.0 SELECTION OF TRIPOD/CAMERA STAND (Specification, uses)</b> 4.1 Light/heavy duty. 4.2 Rigid/Collapsible type. 4.3 Fixed/Tilt type.	6
<b>Module 5</b>	<b>5.0 SELECTION OF OBJECTS</b> 5.1 Composition. 5.2 Angle of view. 5.3 Distance, Size, Movement. 5.4 Guide Number (Definition and uses)	12
<b>Module 6</b>	<b>6.0 COMMON SHOOTING TECHNIQUES</b> 6.1 Pass port & portrait Photography. 6.2 Advertising Photography. 6.3 Model Photography.	15
<b>Total</b>		45

### EXAMINATION SCHEME

Internal Examination : Marks - 20                      Marks on Attendance : 05					
End Semester Examination : Marks - 70                      Teacher's Assessment : 05					
Group	Module	Objective Questions			Total Marks
		To be Set	To be Answered	Marks per Question	
A	1,2,3,4	12	Any Twenty	1	20×1=20
B	5	8			
C	6	5			
Group	Module	Subjective Questions			Total Marks
		To be Set	To be Answered	Marks per Question	
A	1,2,3,4	4	Any Five Taking At Least One from Each Group	10	5 ×10 =50
B	5	2			
C	6	2			



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Text Books		
Name of Authors	Title of the Book	
M. Langford	Advance Photography	
Blaker	Applied depth of field	
H. Angel	Landscape photography	
W. White	Photomacrography: an introduction	
Langford	Visual aids and photography in education	
Spencer's	Colour photography in practice	
Arnold	Applied photography	
Focal	Encyclopaedia of photography	
Jacobson	Manual of photography	
Cox	Manual of photography	
Mitchell	Ilford Manual of Photography	
Boucher	Fundamentals of photography	

Note 1: Teacher's assessment will be based on performance on given assignments & quizzes.

Note 2: Assignments may be given on all the topics covered on the syllabus.

### DARKROOM TECHNIQUES FOR STILL PHOTOGRAPHY (TH)

Name of the Course : PHOTOGRAPHY	
Name of the Subject: Darkroom Techniques for Still Photography	
Course Code :	Semester: Third
<b>Duration: 17 weeks</b>	<b>Maximum Marks: 100</b>
<b>Teaching Scheme :</b>	<b>Examination Scheme :</b>
Theory: 3 contact Periods/week.	Internal Examination : 20 Marks
Tutorial : 1 contact Period/week	Class Attendance : 5 Marks
Practical : Workshop	End Semester Examination : 70 Marks
Credit : 3	Teacher's Assessment: 5 Marks
<b>Aim:</b>	
1.	The student should know the darkroom work schedule involves a series of processes, most of which are chemical in nature.
2.	The students should also be equipped with the ability to choose the different chemicals and papers for different purpose.
<b>Objectives - The student will be able to</b>	
1.	understand the concept of B&W film developing, developer contents, different type of developers, special type of developers, fixing, washing, drying of negatives, reversal processing;
2.	understand the concept and technique of B&W printing, using various equipme, papers and technique of processing and finishing of prints
3.	Understand the concept of darkroom technique.
<b>Pre-Requisite -</b>	
1.	Basic knowledge of aesthetic sense.
2.	Should be able to work in darkroom.

**Contents: Total Periods: 60(15Weeks) +08(2Weeks) =68(17Weeks)**

Content (Name of Topic)		Periods	
<b>Group – A</b>			
<b>Module 1</b>	<b>BLACK &amp; WHITE NEGATIVE DEVELOPMENT</b> 1.1 NEGATIVE DEVELOPMENT: Developing agents and other developing ingredients-different types of developers-Super additivity (MQ&PQ)-Replenishes. 1.2 SPECIAL DEVELOPERS: Fine grain developers, High Definition Developers, Lith- Developers, Reversal Processing. 1.3 Stop Bath, Fixing, Washing, Drying of Negatives.	15	
<b>Group - B</b>			
<b>Module2</b>	<b>BLACK &amp; WHITE PAPER PRINTING</b> 2.1 PRINTING EQUIPMENTS: Printing frame, Basic enlarger and its illumination system, Diffuser and condenser type, Timer & Easel. 2.2 PRINTING PAPERS:Chloride on the and Bromide paper, gradation, surface and selection basic of negatives. 2.3 PRINTING TECHNIQUE: Exposer, Dodge-in, Burn-in, Tonal Value, Grey Scale. 2.4 PROCESSING OF PRINTING MATERIALS: Different types of developers and their function, Stop bath, Washing.	15	
<b>Group – C</b>			
<b>Module 3</b>	<b>AFTER TREATMENT, TONING &amp; FINISHING OF PRINTS</b> 3.1 Intensification& Reduction of B&W Negatives. 3.2 Hypo Elimination, Glazing and Drying of Prints. 3.3 Prints Toning- Sepia, Blue, Green, Red, Gold. 3.4 Spotting & Mounting. 3.5 Faults in printing and their remedy.	15	
<b>Group – D</b>			
<b>Module 4</b>	<b>CREATIVE DARKROOM TECHNIQUES</b> 4.1Solarisation 4.2 Bass Relief 4.3 Tone Separation 4.4 Photograms.	15	
<b>Total</b>		<b>60</b>	

**EXAMINATION SCHEME**

Internal Examination : Marks - 20		Marks on Attendance : 05		
End Semester Examination : Marks - 70		Teacher's Assessment : 05		
Group	Module	Objective Questions		Total Marks
		To be Set	To be Answered	Marks per Question
A	1	8	Any Twenty	1
B	2	8		
C	3	5		
				20×1=20

D	4	4			
Group	Module	Subjective Questions			Total Marks
		To be Set	To be Answered	Marks per Question	
A	1	3	Any Five Taking At Least One from Each Group	10	5 × 10 = 50
B	2	3			
C	3	2			
D	4	2			

Text Books		
Name of Authors	Title of the Book	
M. Langford	Advance Photography	
Blaker	Applied depth of field	
H. Angel	Landscape photography	
W. White	Photomacrography: an introduction	
Langford	Visual aids and photography in education	
Spencer's	Colour photography in practice	
Arnold	Applied photography	
Focal	Encyclopaedia of photography	
Jacobson	Manual of photography	
Cox	Manual of photography	
Mitchell	Ilford Manual of Photography	
Boucher	Fundamentals of photography	

Note 1: Teacher's assessment will be based on performance on given assignments & quizzes.

Note 2: Assignments may be given on all the topics covered on the syllabus.

## PHOTOGRAPHY DESIGN (TH)

<b>Name of the Course: Diploma in Photography</b>			
Course Code:		Semester: Third	
Duration: 16 Weeks		Maximum Marks: 100	
Teaching Scheme		Examination Scheme	
Theory: 3 hrs/week		Internal Examination: 20	
Tutorial: Nil		Assignment & Attendance: 10	
Practical: 4 hrs/week		End Semester Exam: 70	
Credit: 3			
<b>Aim:</b>			
In day-to-day work as photographers, majority of the students will not normally be directly involved with photographic design. It is important that they should have an awareness of the place that their work occupied within the areas of visual communication and that they have a sound understanding of the steps leading to the commissioning of the photographic services, the reasons behind and the brief to which they are required to work. The present course will not only provide an opportunity to develop the logic of the design processes but also will serve as a vehicle for proper utilization of design in the proper understanding of the present discipline.			
<b>Objective:</b> The students will be able to understand the			
<ul style="list-style-type: none"> <li>(i) basic elements &amp; principles of visual design, visualization and layout procedure;</li> <li>(ii) concept of graphic design;</li> <li>(iii) concept of both static and dynamic composition;</li> <li>(iv) concept of colour and emotional appeal of colour;</li> <li>(v) concept of art and aesthetics in photography;</li> <li>(vi) designing aspects of digital photography including the concepts of colour in digital platform, colour separation through scanner and graphic requirements for digital slides;</li> <li>(vii) different stages of preparation of advertising materials;</li> <li>(viii) function and working of advertising agency.</li> </ul>			
<b>Pre-Requisite:</b> Elementary knowledge of Basic Photography			
<b>Contents:</b>			
<b>Group-A</b>		<b>Hrs/unit</b>	<b>Marks</b>
<b>Unit 1</b>	<b>ELEMENTS OF VISUAL DESIGN</b> Elements & Principle of Design – Characteristics of Effective Design – Visualisation – Method of Visualisation – Different forms of Visual Art – Layout procedure.	05	10
<b>Unit 2</b>	<b>GRAPHIC DESIGN</b>	05	05
<b>Unit 3</b>	Meaning, definitions and use of common terms in visual communication: Form – Line – Tone – Shape – Pattern – Colour.  <b>Principles or Laws of Design</b> - Unity, Variety, Balance, Emphasis, Harmony, Scale, Proportion, Rhythm.	10	15

<b>Group-B</b>	<i>Composition</i>		
	<b>Unit 4</b> Meaning, definitions and use of: Composition (static & dynamic) – Harmony – Balance (symmetrical & asymmetrical) – Unity – Rhythm – Perspective.	05	05
	<i>Colour</i> <b>Unit 5</b> Meaning, definitions and use of: Primary Colour – Secondary Colour – Tertiary Colour – Intermediate Colour – Analogous Colour – Complementary Colour, split - complimentary colours- Selection of colour in terms of prints production. Difference between light colour & pigmentary colour. Emotional appeal of colour.	10	10
<b>Unit 6</b>	<b>ART &amp; AESTHETICS</b> Aim, objective and role of art and aesthetics in Photography.  Purpose and advantages of layout - Materials, equipment and techniques used in the preparation of layout, Artwork and simple dummy preparation - How to train our mind to visualize - Role of photography and printing in visual communication	05	10
<b>Group C</b>	<b>DIGITAL PHOTOGRAPHY</b>		
	<b>Unit 7</b> Design aspects of digital photography - Principles of digital colour representation - Principles of colour separation through scanner - An outline of graphic requirements for digital slides.	05	05
	<b>Unit 8</b> <b>Typography</b> Type & typography in design. Concept of type family.	01	05
<b>Unit 9</b>	<b>PREPARATION OF ADVERTISING MATERIALS</b> Concept of the major stages in the preparation of advertising materials – brief analysis. Outline the structure of a typical advertising agency and the functions of its staff.	02	05
		48	70
Name of Author		Title of the Book	
		Name of the Publisher	
1. S K Luthra 2. Vincent Steer 3. E D Lopatecki 4. Martin Solomon 5. J Nath 5. RichardM Schlemmer		Applied Art Handbook Printing Design & Layout Advertising Layout & Typography The Art of Typography  Advertising Art & Production  Handbook of Advertising Art Production	

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CONTACT PERIODS: 48

INTERNAL ASSESSMENT: 06

TOTAL PERIODS: 54

**Examination Scheme:**

- a) Internal Examination Marks: 20
  - b) End Semester Examination Marks: 70
  - c) Attendance + Assessment + Interaction : 10
- Full Marks: 100

**End Semester Examination Marks: 70**

Group	Unit	Objective		Marks/Qs	Total
					Marks
		<u>To be set</u>	<u>To be answered</u>		
A	1, 2 & 3	12	Any 20Qs	01	20
B	4, 5 & 6	06	-		
C	7, 8 & 9	07	-		
Group	Unit	Subjective		Marks/Qs	Total
					Marks
A	1, 2 & 3	04	Any five Qs	10	05x10
			Taking atleast		=50
			One from each		
			Group		
B	4,5 & 6	03	-	-	-
C	7, 8 & 9	03	-	-	-

Note 1: Teachers' Assessment will be based on performance on given assignments.

Note 2: Assignments may be given on all the topics covered in the syllabus.

## PROFESSIONAL PRACTICE -I (STILL PHOTOGRAPHY)

Name of the Course : PHOTOGRAPHY	
Name of the Subject: Professional Practice I (Still Photography)	
Course Code :	Semester: Third
<b>Duration: 17 weeks</b>	<b>Maximum Marks: 50</b>
<b>Teaching Scheme :</b>	<b>Examination Scheme :</b>
Theory: Nil contact Hour/week.	Internal Examination : Nil
Tutorial : Nil contact Hour/week	Class Attendance : Nil
Practical: Project work 3 contact Hour/Week	End Semester Examination : 50 Marks
Credit : 2	Teacher's Assessment: Nil
<b>Aim:</b>	
<b>1.</b>	The students of photography need some platform to express their creative ideas both in commercial as well as in cultural fields. This course will help the students to plan some creative exhibit as well as give them some opportunity to apply their technical knowledge gained through all the theoretical and practical subjects on 'Still Photography'.
<b>2.</b>	The students should also be able to understand the concept of actual shooting and completing the assignment in order to deliver his product to the target viewer in the form of a Portfolio or an Album.
<b>Objectives - The student will be able to</b>	
<b>1.</b>	Understand the preparation of planning a job.
<b>2.</b>	Understand the concept of handling the different equipment individually.
<b>3.</b>	Understand the concept of time management for a particular job.
<b>4.</b>	Understand the concept of Budget for a particular job.
<b>Pre-Requisite -</b>	
<b>1.</b>	Basic idea about Photographic field.
<b>2.</b>	Basic smartness and ability to do the job individually.

Content (Name of Topic)	Periods	
<b>Group – A PROJECT WORK ON ANY ONE OR MORE OF THE FOLLOWING ASPECTS OF PHOTOGRAPHY:</b>		
<ul style="list-style-type: none"> <li>(a) Documentation;</li> <li>(b) Illustration;</li> <li>(c) Message;</li> <li>(d) Story Board;</li> <li>(e) Essay;</li> <li>(f) Artistic Expression</li> </ul>		
<b>Group –B WHAT A STUDENT WILL HAVE TO PERFORM FOR THE PROJECT:</b>		
<ul style="list-style-type: none"> <li>(i) A Portfolio of 15 photographs (size-7inchx9inch) on the selected aspect as given above;</li> <li>(ii) technical details and explanation in support of the topic of the project undertaken;</li> <li>(iii) submission of negatives, suitable captions and any other relevant information along with the above; and,</li> <li>(iv) Submission of the project report.</li> </ul>		
<b>Total</b>	45	

## EXAMINATION SCHEME

Internal Examination : Marks - 20			Marks on Attendance : 05		
Final Examination : Marks - 70			Teacher's Assessment : 05		
Group	Module	Objective Questions			Total Marks
		To be Set	To be Answered	Marks per Question	
A	1,2	6	Any Twenty	1	20×1=20
B	3,4	4			
C	5,6	8			
D	7,8	7			
Group	Module	Subjective Questions			Total Marks
		To be Set	To be Answered	Marks per Question	
A	1,2	2	Any Five Taking At Least One from Each Group	10	5 ×10 =50
B	3,4	2			
C	5,6	2			
D	7,8	2			

Note 1: Teacher's assessment will be based on performance on given assignments & quizzes.

Note 2: Assignments may be given on all the topics covered on the syllabus.

### **INDOOR & OUTDOOR STILL PHOTOGRAPHY Lab-1&2**

Name of the Course : PHOTOGRAPHY	
Name of the Subject: Sessional course for indoor and outdoor still photography Lab Part-I& II	
Course Code :	Semester: Third & fourth
<b>Duration: 17 weeks</b>	<b>Maximum Marks: 100</b>
<b>Teaching Scheme :</b>	<b>Examination Scheme :</b>
Theory: Nil contact Hour/week.	Internal Examination : Nil
Tutorial : Nil contact Hour/week	Class Attendance : Nil
Practical : 4 Hour/Week	End Semester Examination : 100
Credit : 3	Teacher's Assessment: Nil
<b>Aim:</b>	
<b>1.</b>	A student might have good theoretical knowledge in photography but without practice it will be useless, so that it is very important. The content of the present course has been so designed that the students get adequate opportunity to handle different types of cameras & accessories and also they will have the scope to practice in taking some commonly used indoor & outdoor shorts.
<b>2.</b>	A careful execution of the practical work proposed in this paper would help the students in developing their skill adequately
<b>Objectives - The student will be able to</b>	
<b>1.</b>	Concept of using and utilizing the different types of lights;
<b>2.</b>	Practice of different types of outdoor shooting conditions in B&W and colour.
<b>3.</b>	Practice of different types of indoor shooting conditions in B&W and colour;
<b>Pre-Requisite -</b>	
<b>1.</b>	Basic theoretical knowledge in Photography.
<b>2.</b>	Knowledge of basic camera hardware & software is also necessary.



Content (Name of Topic)		Periods	
<b>Part - I</b>			
	(a) To undertake demonstration of the uses of different types of light (natural & artificial).	12	
	(b) To practice taking OUTDOOR photographs in B&W in the following conditions: Landscapes – Street / Building – Sculpture – Insect / Animal movement – Industrial plant (outside view) – Human figure (close up / long shot / model photography) etc.	15	
	(c) To practice taking INDOOR photographs in B&W in different environments such as Copying, Passport, Portrait etc.	18	
<b>Total</b>		45	
<b>Part – II</b>			
	a) To undertake demonstration of the uses of different types of light (natural & artificial light).	12	
	b) To practice taking OUTDOOR photographs in COLOUR in the following conditions: Landscapes – Street / Building – Sculpture – Insect / Animal movement – Industrial plant (outside view) – Human figure (close up / long shot / model photography) etc.	15	
	c) To practice taking INDOOR photographs in COLOUR in different environments such as Slide copying, Passport, Portrait, Strobe light photography, photography on transparency.	18	
<b>Total</b>		45	

EXAMINATION SCHEME

Internal Examination : Marks - 20		Marks on Attendance : 05		
Final Examination : Marks - 70		Teacher's Assessment : 05		
Group	Module	Objective Questions		Total Marks
		To be Set	To be Answered	Marks per Question
A	1,2	6	Any Twenty	1
B	3,4	4		
C	5,6	8		
D	7,8	7		
		20×1=20		
Group	Module	Subjective Questions		Total Marks
		To be Set	To be Answered	Marks per Question
A	1,2	2	Any Five Taking At Least One from Each Group	10
B	3,4	2		
C	5,6	2		
D	7,8	2		
		5 × 10 = 50		

Note 1: Teacher's assessment will be based on performance on given assignments & quizzes.

Note 2: Assignments may be given on all the topics covered on the syllabus.

## D A R K R O O M T E C H N I Q U E L A B F O R S T I L L P H O T O G R A P H Y

Name of the Course : PHOTOGRAPHY	
Name of the Subject: Darkroom Technique Lab for Still Photography	
Course Code :	Semester: Third
<b>Duration: 17 weeks</b>	<b>Maximum Marks: 100</b>
<b>Teaching Scheme :</b>	<b>Examination Scheme :</b>
Theory: Nil contact hours/week.	Internal Examination : 20 Marks
Tutorial : Nil contact hour/week	Class Attendance : 5 Marks
Practical : 4 Periods/Week	End Semester Examination : 100 Marks
Credit : 3	Teacher's Assessment: 5 Marks
<b>Aim:</b>	
1.	Quality of photographs depends mostly on the quality of darkroom work. The contents of the course have been so designed that the students may get enough opportunity to practice the common darkroom processes.
2.	The diploma holders in this discipline are expected to have professional skill in the techniques.
<b>Objectives - The student will be able to</b>	
1.	Understand the role of different chemicals and their uses.
2.	Understand the functions of different darkroom equipment by hands on experiences.
<b>Pre-Requisite -</b>	
1.	Basic theoretical knowledge about the different chemical reactions.

	Content (Name of Topic)	Periods	
<b>Part - I</b>			
	(a) To study the processing equipment for B&W print and film. (b) To prepare chemicals necessary for B&W film processing and printing. (c) To develop B&W film. (d) To develop B&W printing. (e) To make B&W contact print. (f) To make B&W enlargements from different grades of negative. (g) To intensify and reduction from B&W negative and prints. (h) To finish B&W prints. (i) To undertake toning of B&W prints in different shades (sepia, blue, green). (j) To mount photographs and slides. (k) To add numbers/captions on slides, negatives and paper prints. (l) To preserve the negatives, slides and prints done in the laboratories. (m) To undertake tone separation.		

	(n) To undertake dozing. (o) To undertake bas-relief. (p) To undertake super-imposition.		
<b>Total</b>		45	

### EXAMINATION SCHEME

Internal Examination : Marks - 20		Marks on Attendance : 05			
Final Examination : Marks - 70		Teacher's Assessment : 05			
Group	Module	Objective Questions			Total Marks
		To be Set	To be Answered	Marks per Question	
A	1,2	6	Any Twenty	1	20×1=20
B	3,4	4			
C	5,6	8			
D	7,8	7			
Group	Module	Subjective Questions			Total Marks
		To be Set	To be Answered	Marks per Question	
A	1,2	2	Any Five Taking At Least One from Each Group	10	5 ×10 =50
B	3,4	2			
C	5,6	2			
D	7,8	2			

Note 1: Teacher's assessment will be based on performance on given assignments & quizzes.

Note 2: Assignments may be given on all the topics covered on the syllabus.

### Photo Design Lab

<b>Name of the Course: Diploma in Photography</b>	
<b>Course Code:</b>	<b>Semester: Third</b>
<b>Duration:</b> : Seventeen weeks/Semester	<b>Maximum Marks: 100</b>
<b>Teaching Scheme</b>	<b>Examination Scheme: Continuous Evaluation</b>
Theory: Nil hrs./week	Mid Semester Exam.: Nil
Tutorial: Nil hrs./week	Attendance & Teacher's Assessment : 50 Marks
Practical: 4 hrs./week	End Semester Exam:50Marks
Credit: 3	
<b>Aim: To impart practical knowledge in Work Shop/Lab related with course of study.</b>	
<b>Objective:</b> Student will able to	
Sl. No.	
1.	Know basic design for photography

2.	Read and interpret Production Workflow.		
3.	Identify, select, & use of various tools, equipment & software.		
4.	Operate, control different machines & equipment.		
5.	Inspect the job for specified dimensions.		
6.	Produce jobs as per specified dimensions.		
7.	Adopt safety practices (tools, jobs & personal) while working on various machines.		
8.	Acquaint with the chronological operational processes involving in the jobs.		
9.	Care & maintenance of the tools & machines.		
<b>Pre-Requisite:</b>			
Sl. No.			
1.	Elementary knowledge of Photographic Processes & Printing		
2.	Color Technology		
<b>Contents:</b>	<p>CONTINUOUS INTERNAL ASSESSMENT OF 50 MARKS IS TO BE CARRIED OUT BY THE TEACHERS THROUGHOUT THE SEMESTER WHERE MARKS ALLOTTED FOR ASSESSMENT OF SESSIONAL WORK UNDERTAKEN IN 3RD SEMESTER IS 25. DISTRIBUTION OF MARKS IN 3RD SEMESTER: PERFORMANCE OF JOB- 10; LABORATORY NOTEBOOK - 10, ATTENDANCE - 05.</p> <p>EXTERNAL ASSESSMENT (END SEMESTER EXAM) OF 50 MARKS SHALL BE HELD AT THE END OF THE FOURTH SEMESTER ON THE ENTIRE SYLLABI. ONE JOB PER STUDENT FROM ANY ONE OF THE JOBS DONE IS TO BE PERFORMED. JOB IS TO BE SET BY LOTTERY SYSTEM.</p> <p>DISTRIBUTION OF MARKS: ON SPOT JOB - 20; VIVA-VOCE - 30</p> <p><b>Unit: 1,2,3,4,5, &amp; 6</b></p> <p><b>TOTAL PERIODS: 64 (16 Weeks) + 4 (1 Week) = 68 (17 Weeks)</b></p> <p><b>Practical Class - 64 hrs/16 weeks &amp; Evaluation 4 hrs/1 week</b></p>		
		Hrs./Unit	Marks
		t	15
		08/Unit	15
		1	10
		08/Unit	20
		2	20
		09/Unit	
		3	
		12/Unit	
		4	
		12/Unit	
		5	
		15/Unit	
		6	
		64 Hrs	100

## Photo Design Lab

### Unit:

1. Handling of brush mixing of pigments and application of pigment & brush.
2. Practicing freehand lettering scripts of various styles – Proportionate reduction & enlargements.
3. Preparation of colour scheme.
4. Preparation of artwork digitally and selection of art materials related with photography.

5. Preparation of visual design on particular advertising media, publicity using digital platform.
6. Preparation of digital cover design: Scanning – Editing – Retouching – Incorporation of text & graphic elements.

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