



Deccan Education Society's
Fergusson College (Autonomous)
Pune

Learning Outcomes-Based Curriculum
for
F. Y. B. Sc.
Photography and Audio Visual Production
(Vocational)

With effect from June 2019

Programme structure

Year	Course Code	Title of the Course	Core / Elective	No. of Credits
F.Y. B.Sc.	Semester I			
	VPH1101	Basic Photography	CORE-1	2
	VPH1102	Introduction to Mass communication	CORE-2	2
	VPH1103	Practical Course - I	PCORE-1	2
	Semester II			
	VPH1201	Photo Appreciation	CORE-3	2
	VPH1202	Introduction to Media	CORE-4	2
	VPH1203	Practical Course - II	PCORE-2	2
S.Y. B.Sc.	Semester III			
	VPH2301	Advanced Photography	CORE-5	2
	VPH2302	Acoustics and Sound for Media	CORE-6	2
	VPH2303	Practical Course - III	PCORE-3	2
	Semester IV			
	VPH2401	Colour Theory & Digital Photography	CORE-7	2
	VPH2402	Principles and Applications of Analog & Digital Communication	CORE-8	2
	VPH2403	Practical Course - IV	PCORE-4	2
T.Y. B.Sc.	Semester V			
	VPH3501	Film Review and Film Appreciation *	DSE-2	2
	VPH3502	Video Production I *	SEC-1	2
	VPH3503	Video Production II *	SEC-2	2
	VPH3504	Practical Course - V*	PCORE-5	2
	Semester VI			
	VPH3601	Video Recording and Playback Systems *	DSE-5	2
	VPH3602	Radio Production*	SEC-3	2
	VPH3603	Entrepreneurship Development*	SEC-4	2
	VPH3604	Practical Course - VI*	PCORE-6	2
	VPH3605	Practical Course - VII: *	PCORE-7	2
	VPH3606	Practical Course - VIII: Project*	PCORE-8	2
TOTAL				44

Note: For semester V:

1. *Students opting for vocational photography at F. Y. B. Sc. and S. Y. B. Sc. should select VPH3501, VPH3502, VPH3503 and VPH3504.
2. * VPH3501, VPH3502 and VPH3503 are in place of PHY3506, PHY3511 and PHY3512 respectively.
3. * VPH3504 is in place of PHY3509.

Note: For semester VI:

1. *Students opting for vocational photography at F. Y. B. Sc. and S. Y. B. Sc. should select VPH3601, VPH3602, VPH3603, VPH3604, VPH3605 and VPH3606.
2. * VPH3601, VPH3602 and VPH3603 are in place of PHY3606, PHY3611 and PHY3612 respectively.
3. * VPH3604, VPH3605 and VPH3606 are in place of PHY3607, PHY3608 and PHY3609 respectively.

F.Y. B.Sc. Semester I		
Title of the Course and Course Code	Basic Photography (VPH1101)	Number of Credits : 02
Course Outcomes (COs) On completion of the course, the students will be able to:		
CO1	Identify the photographic process.	
CO2	Explain the fundamentals of the photographic process.	
CO3	Use the photographic equipments for a given situation.	
CO4	Relate the role of light in a photographic process.	
CO5	Justify the use of photographic equipment for a given photographic assignment.	
CO6	Arrange light and other equipment for a photoshoot.	

Unit. No.	Title of Unit and Contents	No. of Lectures
I	1. The photographic process: different elements involved in photography and their role. 2. Light: Properties of light and their photographic significance, Image formation by a pinhole and a simple lens, technical properties of an image, need of a lens for image formation. 3. Simple lens: Properties, defects, methods of correcting these defects, image formation, magnification.	10
II	1. Camera: Requirements of a camera, Pinhole camera, Box camera, SLR camera, Studio camera, Digital camera, Camera formats. 2. Camera Controls: Photographic image and its technical evaluation. Need for camera controls. Aperture (Iris Diaphragm, f numbers), Depth of field and depth of focus. Shutter, Ideal shutter, leaf shutter, focal plane shutter. Shutter speed and shutter speed, slow and fast shutter speed. Focusing (Focusing aids and Mechanisms: Auto focus and Manual focus, Image stabilization) 3. Camera lenses: Normal, wide, telephoto and zoom	18
III	1. Exposure: Incident and reflected light, Exposure triangle, Exposure and equivalent exposures, Reciprocity failure, Brief idea of exposure meter, TTL metering and different metering modes, Standard lighting conditions and extreme lighting conditions 2. Recording medium: Digital camera sensors: CCD & C-MOS, Various sensor sizes and crop factor, Different types of file formats for the digital images.	8

References:

1. Basic Photography, M. J. Langford, Focal Press
2. Focal encyclopaedia of Photography, Focal Press
3. A large number of photography related sites are available on the internet.

Title of the Course and Course Code	Introduction to Mass Communication (VPH1102)	Number of Credits : 02
Course Outcomes (COs) On completion of the course, the students will be able to:		
CO1	Describe types of communication and communication process.	
CO2	Explain different key factors and key components associated with the communication process and theories of communication.	
CO3	Illustrate various aspects of Mass Communication.	
CO4	Analyze the role played by Mass Communication in bringing Social Change.	
CO5	Compare the difference in nature and roles played by Mass Media tools.	
CO6	Develop and prepare 'Key Competency Skills' of listening, speaking, reading and writing (LSRW) to take up any advanced level programme at a later stage.	

Unit. No.	Title of Unit and Contents	No. of Lectures
I	1. Communication: Definitions, types and processes. 2. Functions, role and significance. 3. Theories, and models. 4. Barriers and essentials.	12
II	1. Mass Communication: Features and functions. 2. Difference between Communication and Mass Communication. Positive and Negative Effect of Mass Communication. 3. Mass Audience. Media Education. 4. Violence in Media. Psychology of Audience.	12
III	1. Mass Communication Effects: Agenda Settings and Affective Effects, Behavioral and MM Effects on Society. 2. Mass communication and women. 3. Mass Communication and Children.	12

References:

1. Mass Communication: Keval J. Kumar
2. Mass Communication in India: Keval J. Kumar
3. Indira Gandhi National Open University: Notes
4. Yashavantrao Chavan Maharashtra Open University: Notes

Title of the Course and Course Code	Practical Course - I (VPH1103)	Number of Credits : 02
Course Outcomes (COs) On completion of the course, the students will be able to:		
CO1	Identify Camera controls and all tools, bars and workspaces in image processing software.	
CO2	Arrange the Lighting and exposure for indoors / outdoors scene. Differentiate between tools/operations and explain the uses of each tool.	
CO3	Operate the Studio lights and apply colour correction tools on given photographic image.	
CO4	Compare and identify different lighting scenarios. Analyze the final output of different tools in image processing software.	
CO5	Support a senior photographer in setting up equipment. Review a photographic image technically. Compare the editing methods and requirements according to photo category.	
CO6	Build his / her home studio. Develop individual basic editing methods.	

Sr. No.	Title of Experiment
1.	Controlling relative sharpness of an image
2.	Controlling apparent motion in an image
3.	Exposing for different colour temperatures
4.	Composition: Rule of thirds, Golden points and Framing
5.	Street photography
6.	Indoor shooting using three-point lighting set up
7.	Adjusting lightness and darkness, midtones, highlights and shadows, colours, intensity of colours and colour balance on an image.
8.	Applying index to photographs, saving format, borders for print and social media, modes (RGB & CMYK) according to the Image requirements.

F.Y. B.Sc. Semester II		
Title of the Course and Course Code	Photo Appreciation (VPH1201)	Number of Credits: 02
Course Outcomes (COs) On completion of the course, the students will be able to:		
CO1	Identify different genres in photography.	
CO2	Arrange different photographic compositions.	
CO3	Use photographic skills for different scenarios.	
CO4	Analyze the role of photographic image in print media and advertising.	
CO5	Assess the work done by the colleagues.	
CO6	Develop visual culture and visual literacy.	

Unit. No.	Title of Unit and Contents	No. of Lectures
I	1. History of photography: Evolution of photographic technology, land mark events and processes, impact of photography on society 2. Application areas of photography: Use of a photographic image in different walks of life. 3. Scope for a photographer: Evolution of a photographer from a freelancer to the independent photographer.	6
II	1. Photographic composition: Elements of composition, Rule of thirds, Placement, Framing, Geometric composition 2. B/W versus Colour Photography: Their limitations and advantages as independent medium. 3. Painting versus Photography: Comparison, Limitations and advantages of one over the other.	12
III	1. Advertising Photography: Role of a photographic image in advertising. 2. Photojournalism: Role of a photographic image in print media. Photo news and 'News', Handling soft and hard news, special events, photojournalistic norms, privileges of a photographer.	10
IV	1. Photographic image as a means of communication: Role of photograph and photographer in the process of visual communication. 2. Photo Appreciation: Work of famous photographers through history and the impact of their work on society. 3. Visual Culture and Visual Literacy: Meaning, Need and Significance	8

References:

1. Basic Photography, M. J. Langford, Focal Press
2. Focal encyclopaedia of Photography, Focal Press

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Title of the Course and Course Code	Introduction to Media (VPH1202)	Number of Credits : 02
Course Outcomes (COs) On completion of the course, the students will be able to:		
CO1	Describe different types of media and understand brief history of the press in India	
CO2	Explain characteristics and structure of Radio as well print media organizations.	
CO3	Interpret the role played by TV, Radio, Internet as well as Print Media in bringing Social Change.	
CO4	Identify purpose, role and responsibility of mass media tools based on their merits and limitations.	
CO5	Assess role and significance of internet as a medium compared to other media tools.	
CO6	Develop an understanding regarding the influence of New Media on Contemporary Society.	

Unit. No.	Title of Unit and Contents	No. of Lectures
I	Print Media: News agencies and their role. Role of a news paper as medium of mass communication and its impact on the society. A brief history of the press in India. News papers: Dailies, Periodicals. News paper as an organization/industry. Role of different people in a news paper. General nature / Layout of a news paper. Code of conduct / ethics for print media, Overview of the Print media.	6
II	Radio: Purpose role and responsibility of radio. Radio as a medium of mass communication and its characteristics. Radio as an organization. Structure of a radio station. Role of each individual working at different levels. Types of radio programmes. Target audience and the nature of radio programmes. Radio features Commercial and Non commercial programmes. Vividh Bharati, Radio Mirchi and other FM Radio channels. Community Radio, Internet Radio, Campus Radio. All India radio and Private Channels. General Code of Conduct / Ethics for radio broadcast, overview of the Radio industry.	6
III	Television: Purpose role and responsibility of TV. TV as a medium of mass communication and its characteristics. TV as an organization. Structure of a TV station. Role of each individual working at different levels. Types of TV programmes. Target audience and the nature of TV programmes. Commercial and Non commercial programmes. Doordarshan and Private Channels. General Code of Conduct / Ethics for TV broadcast, Overview of the TV Industry.	10

IV	1. Internet: Internet as a medium of mass communication. Use of internet by the media, influence of the internet on the society, overview of the internet. 2. Social networking media: Their need, merits and demerits 3. Introduction to Traditional media 4. Introduction to New media	10
V	Media ethics: Legal issues, moral issues and ethical issues related to media.	4

References:

1. Mass Communication: Keval J. Kumar
2. Mass Communication in India: Keval J. Kumar
3. Indira Gandhi National Open University: Notes=
4. Yashavantrao Chavan Maharashtra Open University: Notes

Title of the Course and Course Code	Practical Course - II (VPH1203)	Number of Credits : 02
Course Outcomes (COs) On completion of the course, the students will be able to:		
CO1	Identify various social issues and practices.	
CO2	Arrange a studio set-up.	
CO3	Carry out written assignments for different media.	
CO4	Differentiate among media practices.	
CO5	Review contents of different media.	
CO6	Prepare to assist a senior photographer in setting up equipment.	

Sr. No.	Title of Experiment
1	Writing news story for different media: Print, Radio and TV (Difference between news for different media should be discussed during these sessions, 5W's & 1H)
2	Photo Story
3	3 point Portrait Lighting, lighting for types of faces (Broad Light, Short Light, Butterfly, Loop), Lighting to reveal surface texture.
4	Understanding geometric, free hand, portrait, colour, shape and path pen selection tools in an image.
5	Creating impressive outcomes by using photo filter, b/w panel, colour lookup, channel mixer and selective colours (RGB & CMYK).
6	Deconstruction of the front page of a Newspaper
7	Editing a news report
8	Review writing for print media

NOTE: All assignments are designed so that students learn LSRW skills.