

ONE YEAR POST GRADUATE DIPLOMA PROGRAMME IN PHOTOGRAPHY



School of Journalism and Mass Communication



Aryabhata knowledge university

SYLLABUS

Course Outline:

Nature: One-year full time course

Eligibility: Bachelor Degree in any discipline
Photography Aptitude Test

No. of Seats: 20

Session: 2022-23

Course Description:

The One Year Post Graduate Diploma Programme in Photography of School of Journalism and Mass Communication, Aryabhata Knowledge University, Patna, commencing from the academic session 2022-23 shall have 08 papers spread over two semesters consisting of theory as well as practical/field-work/internship/dissertation etc.

The aim of this course is to promote the Design Thinking and Research based Innovation in the field of Photography to fulfil the mission of NEP-2020. In future this one-year PGD programme shall upgrade to two years Master's Degree and a Ph.D. Program in Photography.

Course Requirements:

Being a professional course, the hands-on field projects, video & audio production, photographs, etc. are an integral part of the course syllabus and will constitute a major part of students' inputs and evaluation. We propose a 50:50 practical and theory weightage in input and evaluation.

The course input will include; field research, field visit, case-study, film-making, film-viewing, and project-based learning. The infrastructure will be required accordingly to facilitate the learning process like Media Studios, Media Labs, Audio-Visual Library, Community Radio, Newsroom, etc.

Course Outcomes:

CO 1: Knowledge: Students will be able to learn creative dimensions of still photography. Upon the completion of the course, students will be equipped to proceed to establish their own practice or work in established organizations depending upon their preferences.

CO 2: Understanding: Students will be able to understand the history and contemporary practices of Photography, and will be able to express their opinion on various technical and creative aspects of it.

CO 3: Lifelong Learning: Students will be able to understand the theoretical nuances and the practices of the trade by engaging themselves in independent and lifelong learning, and be equipped to enhance their knowledge and skills as required in the future.

CO 4: Communication: The students will be able to analyse the information with the regular coverage of the subject and express their thoughts and ideas relating to the subject clearly and effectively.

CO 5: Research: The students will be able to synthesize and apply their understanding to form insights for further scholarly endeavours. They will be able to demonstrate the ability to define and undertake relevant projects independently.

Objectives:

- 1.To understand the concepts and theories of Photography
- 2.To learn the Technology, Art and Craft of Digital Photography.
- 3.To practice different kind of Photography viz, Journalistic, Professional, Lifestyle, Publicity, Event, Advertisement Photography etc.
- 4.To learn the Business and Entrepreneurship of Photography

Syllabus Outline:

First Semester

S. No.	Course Code	Paper Title	Credits	Marks
1	CC 1.1	Introduction to Photography	5	100
2	CC 1.2	Photography and Society	5	100
3	CC 1.3	Camera Anatomy & Accessories	5	100
4	CC 1.4	Exposure and Composition	5	100
5	AECC 1	Elective paper may be selected from a Basket of Courses available at SJMC/AKU/SWAYAM	5	100

Second Semester

S. No.	Paper Code	Paper Title	Credits	Marks
1	CC 2.1	Light in Photography	5	100
2	CC 2.2	Color in Photography	5	100
3	CC 2.3	Creative and Professional Photography	5	100
4	CC 2.4	Photography Project/Research based dissertation/Photo Exhibition	5	100
5	AECC 2	Elective paper may be selected from a Basket of Courses available at SJMC/AKU/SWAYAM	5	100

Introduction to Photography

Course Code: CC 1.1

Credit: 5

Contact hours: 5 hrs/week

Objectives

The course aims at helping the students to understand the importance of visuals in communication. It introduces students to communicate effectively and create powerful messages through visuals.

Unit I Visual Communication: Visual Perception, Cognition and Conceptualization

- Visual mode of communication. The visual elements-space, line, form, shape, texture, light and colour, rhythm, movement, balance, harmony, variety and unity.
- Organization of visual elements. Cognitive approaches to visual communication perception of depth, height, colour, shape etc.
- Creative process- the ability to treat-transform and arouse curiosity

Unit II Introduction to Visual Semiotics

- Introducing Semiotics and Visual Analysis
- Reading of images: To analyse images through deconstructing visual codes and symbols.
- Analysing visual elements in media
- Interpreting images from different perspectives

Unit III Historical Background of Photography

- Brief Historical Background of Photography
- Camera Obscura
- Issues of Representation in Photography
- Well Known Photographers and their work

Unit IV Photography-Elements, Principles and Types of Photographic Cameras

- Principles of photography
- Structure and Functioning of Camera
- Types of Cameras on the basis of Design and Format
- Structure and Functioning of DSLR and Mirrorless Cameras
- Basics of camera operation
- Parts of a camera

Essential Readings:

Smith Kenneth L., et.a. (2011). Handbook of Visual Communication: Theory. Methods, and Media. Routledge.

Messaris, Paul (1996). Visual Persuasion of Images in Advertising.

Wileman, Ralph E. (1993). Visual Communicating, Educational Technology Publication.
Bergstrom, Bo. (2009). Essentials of Visual Communication. Thames and Hudson
John Berger, Ways of Seeing, Penguin UK, 2008.

Additional Readings:

Sontag S., On Photography, Publisher: Penguin Classics (2001)
Bresson C., Henri Cartier-Bresson: The Decisive Moment. Publisher: Steidl; Pck Slp Ha
edition (February 24, 2015)
Michael Langford, The Story of Photography: From Its Beginnings to the Present Day, Focal
press, 1997.
Camera: A History of Photography from Daguerreotype to Digital by Todd Gustavson

Photography and Society

Course Code: CC 1.2

Credit: 5

Contact hours: 5 hrs/week

Objectives

Students will learn the applications of still photography, as a practice and a form of expression
in every facet of human life, from the perspectives of history and social sciences.

Unit I Society, Culture and Photography

- Photographs of the Human Face
- Citizen Photography
- Photography as Dialogue
- Copyrighting Culture: Photography and the Public Domain

Unit II Photography and Deception

- Legal and Ethical Challenges of Photography
- Moral issues that confront photographers
- Photographic Realism

Unit III Gender representation in Photography

- Femininity and Fashion Photography
- Gender representation in Advertisement
- Picturing Women: Identity & Power

Unit IV Photography in Documentation and Propaganda

- Digital Visual Archives
- Visual Activism
- Artistic Mediation
- Iconic Photographs

Essential Readings:

Edwards, Steve. Photography: A Very Short Introduction. New York, NY: Oxford University Press, 2006. ISBN: 9780192801647.

Wright, Richard. 12 million Black Voices. New York, NY: Basic Books, 2002. ISBN: 9781560254461.

Sontag, Susan. Regarding the Pain of Others. New York, NY: Picador, 2004. ISBN: 9780312422196.

Photography: A Cultural History (4th Edition) by Mary Warner Marien

Fox A. & Smith R.S. (2015). Langford's Basic Photography: The Guide for Serious Photographers, Routledge

London B., Stone J. & Upton J. (2016). Photography (12th ed.). Pearson; 12 editions

Additional Readings:

Lenman, Robin. The Oxford Companion to the Photograph. New York, NY: Oxford University Press, 2005. ISBN: 9780198662716.

Frizot, Michel. A New History of Photography. Köln, Germany: Könemann, 1998. ISBN: 9783829013284.

Marien, Mary Warner. Photography: A Cultural History. Upper Saddle River, NJ: Pearson Prentice Hall, 2006. ISBN: 9780132219068.

Szarkowski J., Looking at Photographs: 100 Pictures from the Collection of The Museum of Modern Art. Publisher: The Museum of Modern Art, New York (2009)

Szarkowski J., Fienlander L., Evans W', Klein W' and Strand P. The Photographer's Eye Paperback – March 1, 2007

Camera Anatomy & Accessories

Course Code: CC 1.3

Credit: 5

Contact hours: 5 hrs/week

Objectives

The course aims to impart knowledge about the types of cameras, camera structure, and its usages. Student will learn in depth about types of lenses, their practical usages and other accessories used in photography. They will also learn to create the effective images through mobile cameras.

Unit I Camera Anatomy and Settings

- Key Features of Most Cameras
- Camera Scene Modes
- File Types: RAW vs. JPEG
- Camera's Sensor
- Photo Resolution
- Burst Mode
- DSLR vs Mirrorless Cameras

Unit II Lenses

- What is Focal Length?
- Prime vs. Zoom Lenses
- Kit vs. Pro Lens Comparison
- Lens Stabilization
- Lens Filters
- Chromatic Aberration
- Creative Lenses
- How to Clean Your Camera Lens

Unit III Photographic Accessories

- Memory Cards
- Batteries & Chargers
- Stabilization
- Flashes and Lighting
- Camera Cases and Bags
- Hard Drives

Unit IV Mobile Photography

- Smartphone Photography
- Understanding Phone's Camera and Capabilities
- Exposing with a Smartphone
- Shooting in Low Light with Mobile Phone
- Mobile Phone Photo Accessories

Essential Readings:

Berger J. & Dyer G., John Berger: Understanding a Photograph. Publisher: Aperture; Reprint edition (December 31, 2013)

Adams A. & Baker R., The Camera. Publisher: Ansel Adams; Revised ed. Edition (2018)

Digital Photography Book, The: Part 1 by Scott Kelby

Complete Digital Photography: 9th Edition by Ben Long

The Digital Photography Handbook: An Illustrated Step-by-Step Guide, Doug Harman, David Jones

Langford's Basic Photography: The Guide for Serious Photographers 10th Edition by Anna Fox, Richard Sawdon Smith

Additional Readings:

Ang T. (2018). Digital Photography: An Introduction. 5th ed. DK Publishers.

Exposure and Composition

Course Code: CC 1.4

Credit: 5

Contact hours: 5 hrs/week

Objectives

To Make students aware of the intricacies of photography by understanding in details about the Exposure Settings, Focus and Depth of Field, Basic and Advanced Composition.

Unit I Exposure Settings

- Exposure Triangle: Aperture, Shutter Speed, ISO
- Metering Mode
- Exposure Compensation
- Camera Exposure Mode: Automatic, Manual, Aperture Priority, Shutter Priority
- Dynamic Range
- HDR and Bracketing
- Reading Exposure with the Histogram

Unit II Focus and Depth of Field

- What is Depth of Field?
- Ways to Get Shallow Depth of Field
- Manual Focus vs. Auto Focus
- Focusing in Low Light
- Understanding Bokeh

Unit III Basic Composition

- What is Composition
- Centre Composition
- Symmetrical Composition
- Diagonal Composition
- The Rule of Thirds
- The Golden Ratio

Unit IV Advanced Composition

- Negative Space
- Leading Lines
- Balance and Symmetry
- Perspective and Angle
- Creating Depth with Layering
- Using Shapes, Forms, Patterns in Composition

Suggested Readings

Fox A. & Smith R.S. (2015). Langford's Basic Photography: The Guide for Serious Photographers, Routledge

London B., Stone J. & Upton J. (2016). Photography (12th ed.). Pearson; 12 editions

The Photographer's Eye: Composition and Design for Better Digital Photos 1st Edition by Michael Freeman

Understanding Exposure, Fourth Edition: How to Shoot Great Photographs with Any Camera by Bryan Peterson

Additional Readings

Berger J. & Dyer G., John Berger: Understanding a Photograph. Publisher: Aperture; Reprint edition (December 31, 2013)

Bresson C., Henri Cartier-Bresson: The Decisive Moment. Publisher: Steidl; Pck Slp Ha edition (February 24, 2015)

Adams A. & Baker R., The Camera. Publisher: Ansel Adams; Revised ed. edition (2018)

Szarkowski J., Looking at Photographs: 100 Pictures from the Collection of The Museum of Modern Art

Lighting in Photography

Course Code: CC 2.1

Credit: 5

Contact hours: 5 hrs/week

Objectives

Students will be learning about the judicious application of natural and artificial light sources in both indoor and outdoor shootings. They will also learn studio lighting, light modifiers, and related equipment.

Unit I Characteristics of Lights

- What is Light?
- The Visible Light Spectrum
- How we see color
- How the Camera sees Light
- Behaviours of Light

Unit II Lighting & Flash Photography

- Shooting in Natural Light
- Shooting in Artificial Light
- Shooting with Camera's Flash
- Shooting with an External Flash
- Shooting with a Flash Outdoors

Unit III Photography in Studio: Lighting Kit

- Shooting with a Lighting Kit: 3-Point Lighting
- Creative Lighting - Silhouettes & The Back Light
- Natural Lighting Activity
- Light Modifiers
- Artistic Flares
- Getting Rid of Glare in Glasses
- Capturing Sunset Photographs

Unit IV White Balance

- Intro to White Balance and Color
- What is Light Temperature and White Balance?

- The Kelvin Temperature Scale
- White Balance Modes & Auto White Balance
- Picture Profiles and In-Camera Adjustments
- Set White Balance with Custom WB Mode

Essential Readings

Light Science & Magic: An Introduction to Photographic Lighting 5th Edition by Fil Hunter, Steven Biver, Paul Fuqua

Speedlites Handbook: Learning to Craft Light with Canon Speedlites 1st Edition by Syl Arena

The Hot Shoe Diaries: Big Light from Small Flashes by Joe McNally

William S. McIntosh, Classic Portrait Photography: Techniques and Images from a Master Photographer, Amherst Media, 2004.

Additional Readings

The Art of Photography: A Personal Approach to Artistic Expression Paperback by Bruce Barnbaum

One Face 50 Ways: The Portrait Photography Idea Book by Mark Wilkinson, Imogen Dyer

Creative Black and White: Digital Photography Tips and Techniques by Harold Davis

Color in Photography

Course Code: CC 2.2

Credit: 5

Contact hours: 5 hrs/week

Objectives

This course will impart knowledge about the usages of colors in communicating message through pictures, the associated meaning, and related color theories.

Unit I Light Spectrum and Colors

- The Human Visual System
- Colors and Tone Values
- Luminance: Whites, Highlights, Mid Tones, Shadows, Blacks
- Hue, Saturation & Vibrance
- Color gradients

Unit II Color Theory

- Young–Helmholtz theory of Color Vision
- Opponent Process Theory
- Concept of After Image
- Additive Color
- Subtractive Color

Unit III Color Wheel and Color Scheme

- Understanding Color Wheel

- Primary, Secondary, Tertiary and Quaternary Colors
- Color Schemes: Complimentary, Analogous, Triadic, Monochromatic

Unit IV Psychology of Colors

- Different Colors and associated Psychology
- Red, Orange, Yellow, Pink, Green, Blue, Purple, Black, White, Brown, Gray
- Color Temperature: Cool, Warm, Mix & Neutral Color
- Using Colors Creatively in Photos

Essential Readings:

LIFE Guide to Digital Photography: Everything You Need to Shoot Like the Pros by Joe McNally

The Photographer's Mind: Creative Thinking for Better Digital Photos 1st Edition by Michael Freeman

The Moment It Clicks: Photography Secrets from One of the World's Top Shooters 1st Edition by Joe McNally

Still Life in Photography by Paul Martineau

Creative and Professional Photography

Course Code: CC 2.3

Credit: 5

Contact hours: 5 hrs/week

Objectives

The students will learn and practice about the various creative and professional approach to photography. They will also learn to edit and share their images to the relevant audiences.

Unit I Creative Photography

- Long Exposure Photography
- Landscape Photography
- Low Light Photography
- Macro Photography
- Wildlife
- Night
- Time-lapse

Unit II Professional Photography

- Photojournalism
- Portrait Photography
- Product Photography
- Sports & Action Photography
- Street & Architecture
- Events

- Aerial & Drone

Unit III Image Editing & Sharing

Photo Editing in Photoshop CC

- Introduction to Photoshop CC
- Opening Photos in Photoshop
- Photo Editing Workflow in Photoshop
- Making Photo Adjustments
- Crop & Rotate, White Balance
- Exposure Adjustments, Color & Saturation Adjustments
- Sharpening & Noise Reduction
- Tone Curve
- Working in the Layers Panel
- Remove a Background (Making Selections)
- Healing Brush, Clone, Blur, Sharpen, Smudge, Dodge and Burn Tools
- Saving & Exporting

Sharing Photos Online

- Best Social Media Platforms for Photographers
- Having an Online Presence
- Getting More Followers

Unit IV Photography Business

Start a Photography Business

- Starting a Photography Business
- What Gear Do You Need to Start a Business?
- Finding Your First Clients
- Contracts

Selling Stock Photography

- What is Stock Photography?
- Best Stock Photography Websites
- How to Sell Your Own Photos
- Understanding Licensing

Essential Readings:

Kirk Tuck, *Commercial Photography Handbook: Business Techniques for Professional Digital Photographers*, Amherst Media, 2009.

Chris Nelson, *Master Guide for Glamour Photography: Digital Techniques and Images*, Amherst Media, 2007.

James Williams, *Master Guide for Team Sports Photography*, Amherst Media, 2007.

Kenneth Kobre, *Photojournalism: The Professionals' Approach*, Volume 1, Focal Press, 2004.

Martin Keene, *Practical Photojournalism: A Professional Guide*, AE Publications, 2015.

Additional Readings:

Extraordinary Everyday Photography: Awaken Your Vision to Create Stunning Images Wherever You Are by Brenda Tharp, Jed Manwaring
The Landscape Photography Book: The step-by-step techniques you need to capture breathtaking landscape photos like the pros by Scott Kelby
Studio Anywhere: A Photographer's Guide to Shooting in Unconventional Locations 1st Edition, by Nick Fancher
The Enthusiast's Guide to Travel Photography: 55 Photographic Principles You Need to Know by Jordana Wright
That Photo Makes Me Hungry: Photographing Food for Fun & Profit by Andrew Scrivani

**Photography Project/Research based dissertation
/Photo Exhibition**

Course Code: CC 2.4

Credit: 5

Contact hours: 5 hrs/week

1. The students are expected to research on a topic of visual merit, which they will propose in the class followed by execution and submission of the photo story along with captions and an academic paper critically examining their photographic practice in context to the photo story, fully referenced.
2. Students bring together skills, experience and critical abilities acquired during the course to produce a substantial body of photographic work in the form of an album of a professional standard. They will also arrange a Photography Exhibition with these images.

Web Resources

- Camera news, reviews and features | Digital Camera World
- Cambridge in Colour - Photography Tutorials & Learning Community
- Photography Life
- Fstoppers - Photography News and Community for Creative Professionals
- Photography Journal & Awards | Inspiring Photographers | 1854 Media
- DIY Photography - Hacking Photography - one Picture at a time
- Digital Photography Review (dpreview.com)
- Photography Basics for Beginners (thesprucecrafts.com)
- Digital Photography School (digital-photography-school.com)
- Strobist: What is Strobist?

Facilities Required for the Course

The One Year Post Graduate Diploma Programme in Photography is an intensive practical oriented and hand-on training-based course. It requires latest DSLR and Mirrorless Full Frame and APS-C cameras with multiple lens, studio lighting kit, and other related equipment.

Student Photography Festival

The photographs of final project of students is expected to have a professional level which shall be used for a Photography Exhibition.