

Syllabus

B. A. (MULTIMEDIA AND MASS COMMUNICATION)

(Sem.- III)

Title of Paper INTRODUCTION TO PHOTOGRAPHY

Sr. No.	Heading	Particulars
1	Description the course : Including but Not limited to :	Introduction to Photography is a key course for media students as it builds visual literacy and technical skills essential for effective storytelling through images. It is highly relevant in fields like journalism, advertising, digital content, and social media, where visual communication plays a central role. The subject complements areas like film, design, and multimedia, and opens job opportunities in photojournalism, creative direction, content creation, and commercial photography.
2	Vertical :	VSC
3	Type :	Theory
4	Credit:	2 credits (1 credit = 15 Hours for Theory or 30 Hours of Practical work in a semester)
5	Hours Allotted :	30 Hours
6	Marks Allotted:	50 Marks
7	Course Objectives: <ol style="list-style-type: none"> 1. To understand the power of pictures in effective communication. 2. To explore how a picture speaks thousand words. 3. To study the technique that professionals use to make pictures outstanding. 4. To develop a photographic vision & improve visual sense of the visible world. 5. To develop visualisation in terms of a definite frame & the objects within. 6. To develop a deeper sense of light beyond just illumination & visibility. 7. To develop a strong ability to communicate in non-verbal ways. 8. To develop a sense of association or contradiction of the objects put together. 9. To explore the applications of Photography as Fine Art as well as Applied Art. 10. To cultivate sense of visual design for further media study. 	

8	Course Outcomes: <ol style="list-style-type: none"> 1. Learners will be able to demonstrate a fundamental understanding of camera operations, exposure settings, and composition techniques. 2. Learners will be able to apply visual storytelling principles to capture meaningful and aesthetically effective photographs across various genres. 3. Learners will be able to analyze and critique photographic work using technical, artistic, and conceptual frameworks. 	
9	Module 1: Visual Communication & Core Photography Techniques (15 Hours)	
	<ol style="list-style-type: none"> 1. Visual Language & Framing <ul style="list-style-type: none"> • How pictures communicate: “A picture speaks a thousand words” • Framing and composition techniques • Perspective, focus types (selective/differential), color palette • Mood, atmosphere, body language, proxemics • Positive & negative space in images 2. Technical Foundations of Photography <ul style="list-style-type: none"> • Camera anatomy and functions • Exposure triangle: Aperture, Shutter, ISO • Depth of Field & Bokeh • Motion techniques: Blur, Freeze, Light painting, Traffic/Star trails • Movement vs Moment 	
	Module 2: Media Oriented Photography & Visual Output Design (15 Hours)	
	<ol style="list-style-type: none"> 1. Advanced Lighting & Composition <ul style="list-style-type: none"> • Lens understanding: focal length, coverage, subject relevance • Light techniques: Checkerboard, Three-point, Portrait, Product, Fashion, Mixed lighting • Composition for media: Standard rules and creative deviations 2. Media Photography & Output Design <ul style="list-style-type: none"> • Media-specific composition: packaging, magazine cover/layout, ads • Designing for visual communication: visualizing layouts and roughs • Practical shooting and nominal editing for final output • Basics of citizen photojournalism: combining visuals with narrative • Final media outputs: image creation and layout integration 	
10	Reference Books: <ol style="list-style-type: none"> 1. Creative Photographic Lighting – Collins: Me & My Camera Series 2. Making the Most of Colour – Collins: Me & My Camera Series 3. Taking Successful Pictures – Colling: Me & My Camera Series 4. The Working Photographer – Marija & Tod Bryant 5. Portrait Photography – Camera Guide series by Minolta 6. Glamour Photography – Camera Guide series by Minolta 7. Photography for Fun & Profit – Volume 1 to 4: Singer Communication 8. Introduction to Photography – Arvind Parulekar (Academic Book for BAMMC) Sheth Pub. 9. Photographing Indoors and Photographing outdoors – Olympus Guide Books 	
12	Internal Continuous Assessment: 40%	External, Semester End Examination 60% Individual Passing in Internal and External Examination

13	Continuous Evaluation through: <ul style="list-style-type: none"> • Assignments based on Techniques learnt <ul style="list-style-type: none"> – Shoot & Submit – Five Techniques 1. DoF & Bokeh 2. Motion Blur 3. Perspective 4. Checkerboard Lighting 5. Effect Lighting • Scribblings for Visual ideas for Media Output – Roughs for each media – <ul style="list-style-type: none"> 1. Package Design 2. Magazine Cover Design 3. Magazine Page Layout 4. Product/ Fashion Advertising • Outdoor photography using techniques 	
----	--	--

Syllabus Designed by:

- Arvind Parulekar
- Ms. Sheetal Gogri