

Course Code UOE043	Course Title PHOTOGRAPHY (Open Elective School of Design)
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L	S	P	Credits	Evaluation Scheme			
				Component	Exam	WT (%)	Mini. Passing %
2			2	Theory	FA	50	40%
					SA (POE)	50	

Course Description:

Photography is one of the most essential parts of communication. Students have to know how to make an image for execution of concept. They need to develop the understanding of different types of Photography such as Fashion, Product, still life and Portraits. The course develops the ability to photograph using controlled studio/natural lights keeping in mind a theme and concept to communicate the same. The course will give them added advantage in terms of knowledge and skill repository.

Course Learning Outcome(s)

At the end of this course students will able to demonstrate following industry-oriented CLO's:

CLO1	Students will know how the camera truly works, so they can take better photos using manual settings
CLO2	Students will be able to understand creative photography and its effect to make an image.
CLO3	Students will execute how to compose images beautifully with basic photography rules
CLO4	Students will be able to appreciate natural scenarios for photographer.
CLO5	Basic Editing of photos to make them look even better

UNIT	DESCRIPTION	HOURS
I	Basics of Equipment's – <u>Equipment's – Camera</u> – Camera types, What's the Best Beginner Camera, Main Features of Most Cameras, Camera Scene Modes, File Types: RAW vs. JPEG, Photo Resolution, <u>Lenses</u> - What is Focal Length, Prime vs. Zoom Lenses, Lens Stabilization, Lens Filters	5
II	Basics of Photography – <u>Exposure</u> – What is exposure, what is Aperture, What is shutter speed, What is ISO, The exposure Triangle - Exposure Activity <u>Composition</u> - What is Composition, The Rule of Thirds, Negative Space, Leading Lines, Balance & Symmetry, Perspective & Angle Backgrounds and Shooting Portraits with a Wide vs. Telephoto Lens. <u>Focus & Depth of field</u> – What is Depth of Field, Depth of Field & Aperture, Ways to Get	5

	Shallow Depth of Field.	
III	White balance and Color – What is Light Temperature and White Balance, Shooting for Black and White.	5
IV	Flash Photography – What is Lighting, Shooting with Your Camera's Flash, Shooting with a Flash Outdoors, Natural Lighting Activity.	5
V	Fashion Shoot – Preproduction. Fashion Shoot – Production. Fashion Shoot – Post-Production. Finalize images in Photoshop.	10
# Mode:	<i>Sessional Internal and End Semester Jury Exam</i>	
	Minimum one assignment based upon all units.	
	Total engagement hours:	30

Assessment	Weight (%)	Intended course learning outcomes to be assessed (Please tick as appropriate)				
		CLO1	CLO2	CLO3	CLO4	CLO5
Formative Assessment (L T P)	50%	✓	✓	✓	✓	✓
Summative Assessment	50%	✓	✓	✓	✓	✓

Suggestive Formative Assessment Tools/Methods (Minimum 3 and Max. 5 tools)						
Formative Assessment Tools/Methods (L T P)	Weight (%)	Course Learning Outcomes to be assessed (Please tick as appropriate)				
		CLO1	CLO2	CLO3	CLO4	CLO5
Assessment 1 – Albums/Portfolios	50%	✓	✓	✓	✓	✓
Assessment 2 – Field or Desk Project/application based/Photos			✓	✓	✓	
Assessment 3 – Any applicable assessment method to management studies in relevance of course learning outcome(s).		✓				✓
Summative Assessment - POE	50%	✓	✓	✓	✓	✓
Total	100%					

References:

- Fashion and Lifestyle Photography: Secrets of perfect fashion & lifestyle photography - Dixie Dixon - Ilex Press; 1st edition
- Fashion Photography Course: Principles, Practice, and Techniques: An Essential Guide - Eliot Siegel - B E S Pub Co
- Understanding Exposure (Bryan Peterson)
- The photographer's eye (Michael freeman)