

INTERNATIONAL COLLEGE FOR GIRLS

(AUTONOMOUS)

SFS, GURUKUL MARG, MANSAROVAR, JAIPUR

DEPARTMENT OF VISUAL ARTS

COURSES OF STUDY

Career oriented and Skill Development Courses

IN

Still Photography and Audio Production

Nomenclature of the Course	Duration	Eligibility Criteria
Certificate In Still Photography and Audio Production	1 yr.	10+2 of any recognized Board.
Diploma in Still Photography and Audio Production	1yr	Certificate in Still Photography and Audio Production
Advance Diploma Still Photography and Audio Production	1yr	Diploma in Still Photography and Audio Production

The Certificate, Diploma and Advance Diploma in Still Photography and Audio Production are of one year duration each, following the progressive approach. These are add-on courses, which a regular student in UG or PG programme can pursue simultaneously. The certificate holder shall be eligible for admission to Diploma and the Diploma holder shall be eligible for admission to the Advance Diploma course. Candidates who have passed 10+2 examination of a recognized board shall be considered eligible for admission to the Certificate Course.

Teaching Schedule:

The classes shall be conducted in the morning/evening hrs.. Apart from the regular faculty, senior professionals from the electronic media and established freelancers shall be invited to offer guidance on the contemporary and technical aspects of the subjects under study.

Pedagogical Strategies:

Apart from class activities and assignments, students shall be given opportunities to interact with senior media professionals and educationists through seminars, symposia and other pedagogical methods on the areas of topical interest from time to time.

Examination:**Annual Scheme of Examination will be followed:**

1. The number of papers and maximum marks for each paper shall be as shown in the syllabus. The minimum passing marks shall be 40%. Each theory paper examination will be of three hours duration and the duration of practical examination shall be as prescribed in the syllabi.
2. There shall be three types of questions in each question paper. Section A will consist of multiple choice and/or other type of objective questions. Section B will consist of short answer questions and Section C will consist of descriptive type of questions.
3. Classification: 75% or more marks in aggregate- First with credit, 60% or more marks but less than 75%- First Division, 48% or more marks but less than 60%-Second division and 40% or more marks but less than 48%-Pass.
4. To pass the examination, a candidate is required to obtain at least 40% . marks individually in internal and annual examination in each paper (theory & practical as prescribed in the syllabus) to declare a candidate pass. Candidate needs to clear all papers in order to be eligible for promotion to the next level of courses.
5. A candidate passing the Certificate course shall be admitted to the Diploma course.
6. A candidate passing the Diploma course shall be admitted to the Advanced Diploma course.
7. The Certificate/Diploma/Advanced Diploma shall be awarded by the College.
8. A candidate failing in maximum of one paper, shall be allowed to take the exam in that paper only in the immediately successive academic year otherwise, the candidate will be required to appear in all papers.
9. Internal assessment shall be based on tests, assignments and regularity in classes as inferred from their attendance.

Syllabus applicable for the students seeking admission in the academic year 2007-08.

**CERTIFICATE COURSE IN
STILL PHOTOGRAPHY AND AUDIO PRODUCTION**

**Paper-I : Audio Production Lab
Paper Code : SPA-131**

Max. Marks : 100

Total Hrs : 60

Audio Production Practicals :

- Target audience
- Different forms of audio communication
- Steps in making the radio programmes
- On slide editing table
- Music selection for audio
- Sound recording
- Project work

Paper-II : Still Photography (Practical, viva & Submission)
Paper Code : SPA-132

Max. Marks : 100

Total Hrs. : 60

Practicals :

Black and white photography

Effects of filters on Black & White films

Making enlargements - dodging, burning in effect of under/over development

on normal exposed negative

over exposed negative

under exposed negative

Colour Photography and Lighting

Filters for colours

Ultra Violet, Polarizing, Colour compensation filter, colour conversation filter

Topics:

Social Landscape

Advertising

Table Top

Portrait

Photograms

Submission : 20 Black & White Point & 10 Coloured

Books recommended:

1. Basic photography - Landfird Micher - Focal
2. Colour Prints - Cooie
3. Darkroom Handbook - curtain - curtain & Londoan
4. Photo journalism - Clifton C. Edom

Paper-III : Introduction to Audio Production (Theory)
Paper Code : SPA-133

Max. Marks : 50
Total Hrs. : 60

Section -A : Introduction to Mass Communication

Communication : Definitions, concepts, objectives

Communication : Process, functions, types, effects

Section - B : Media Scene in India

Role of Press in national development

Radio : as a medium of mass communication and its development in India

Television : as a medium of mass communication and its characteristics

Section - C : History

Growth and development in India.

Various stages of electronic innovation.

Books recommended :

1. Prospective on Human Communication by Dubey B. Fisher (Macmillar)
2. Science of Human Communication ed. By Wilber Schramm. Process and
3. effect of Mass Communication eo'. Wilber Schramm
4. Communication in India by J.S. Yadav (Muneo)
5. Radio - A guide book at broadcasting technique by E.Evans
6. Mass Media 4n India (research and reference division)
7. Techniques of Television Production by Ruby Bretz (Mcgraw Hill)
8. Information and Broadcasting Ministry's Annual Reports
9. Report of 2nd Press Commission cf India (Govt. of India)

Paper-IV : Still Photography (Theory)
Paper Code : SPA-134

Max. Marks : 50

Total Hrs : 60

Section -A Basic Photography

Basic Principles ; Theories of light transmission, reflection refraction

Simple, complex, concave, mirror lenses

Latent image, development and fixing

Camera: Knowledge of Camera (S.L.R.) & other related materials, dark room, handling of a Camera

Section - B

Origin and history of photography

Rules of composition

Section - C Still Photography and Camera Accessories

(i) Lenses - types

Shutter types

Aperture

Films - types

Fitters - types & uses

(ii) Processing and Printing

Photo lab techniques - types and working of enlarger

**DIPLOMA COURSE IN
STILL PHOTOGRAPHY AND AUDIO PRODUCTION**

Paper-I : Audio Production Lab

Paper Code : SPA-231

Max. Marks : 150

Total hrs. : 60

Course Rationale :

The objective of this practical paper is to enable the students to write and present scripts for the radio audience. At the same time it will not only help student to produce in house programmes but they will also learn the technicalities of handling a radio station.

Topics :

- Script writing
- Live programme
- Jingle writing
- In house programme
- Editing
- Project work

Paper-II : Still Photography (Practical, Viva & Submission)
Paper Code : SPA-232

Max. Marks : 150

Total Hrs. : 60

Practicals:

- Dance & Stage Photography
- Advertising photography
- Advance Photo Technique
- Use of various lenses
- Indoor lighting arrangements
- Sports photography
- Outdoor photography

Books Recommended:

1. Focal guide to low light - photography
2. Colour prints by Coote
3. Darkroom Handbook
4. Photo Journalism - Clifton C. Edom

Paper-III : Introduction to Audio Production (Theory)
Paper Code : SPA-233

Max. Marks : 50

Total Hrs. : 60

Section -A :

Basic radio programme format

Breathing, quality of speech

Talk and discussion

Announcements

Quality of speech and direction

Section - B :

Radio script

Different programmes

Speaking - a performing act

Speech, inunciation, flow, pronounciations,

Pace, pitch, modulation, tone, emphasis.

Section - C :

Principles of transmission/reception

Production to transmission to reception,

Studio set up familiarization (wave propogation)

Section -D

Organizational set up of AIR

Allotment of radio frequency, path pavers and path breakers

Commercial/community radio

Books Recommended:

1. Prospectives of Human Communication by Dubey B. Fisher (Mac Millan)
2. Communication in India by J.S. Yadav (Muneo)
3. Communication research -some reflections by J.S. Yadav (Muneo)
4. Press by Chalaphthi Rao

PAPER-IV : Still Photography (Theory)
Paper code : SPA-234

Max. Marks : 50
Total Hrs. : 60

Section - A:

- Spectrum, polarization, lences, processing of film, development and fixing.
- Camera - Types of camera and study of various parts of a camera.

Section - B :

- Origin and history of photography
- Evaluation of technology
- Composition of Photography
- Advertising Photography

- **Photo Journalism**
Scope of photo Journalism
Equipments and printing techniques

Section - C :

- Photolab techniques - types and working and lenses of enlarger
- Types of developers
- Effects of Over/under development
- Printing papes - types & uses

Section - D : Colour Photography and Lighting

- Filter for colour photography - Ultraviolet, Polarizing, Sky Lighting etc.
- Additive & subtractive theory

**ADVANCE DIPLOMA COURSE IN
STILL PHOTOGRAPHY AND AUDIO PRODUCTION**

**Paper-I : Audio Production Lab
Paper code : SPA-331**

Max. Marks : 150

Total Hrs. : 60

Topics :

- Fundamental aspects in sound media recording and learning the sound recording techniques.
- Script writing
- Jingle writing
- Live programme
- In house programme
- Editing
- Mixing
- Equipment recognition

Paper-II : Still Photography (Practical, Viva & Submission)
Paper code : SPA-332

Max. Marks : 150

Total Hrs. : 60

Practicals

Nature study

Table top

Fashion photography

Product photography

Jewellery photography

Advertising photography

Industrial photography

Books Recommended:

1. Focal guide to low light - photography
2. Colour prints by Coote
3. Darkroom Handbook
4. Photo Journalism - Clifton C. Edom

Paper-III : Introduction to Audio Production (Theory)
Paper Code : SPA-333

Max. Marks : 50
Total Hrs. : 60

Section -A :

Modern trends in broadcasting
Interactive broadcasting
Simple interactive, telephonic, tele conferencing.

Section - B :

Thinking audio
Interviews
Documentaries
Music programmes, specific-classical/ gazals/ English etc.
Mastering speech

Section - C :

Agricultural programmes(regional language programmes)
Educational programmes(quiz etc.)
For women, children, culture
Other specific audiences.

Section -D

Recording-micro phones, loudspeakers, stereo mono
Studio acoustics and recording techniques
Editing and audiop mixing
Stereo recording editing

Books Recommended:

1. Prospective of Human Communication by Dubey B. Fisher (Mac Millan)
2. Communication in India by J.S. Yadav (Muneo)
3. Communication research -some reflections by J.S. Yadav (Muneo)
4. Press by Chalapthi Rao

Paper-IV : Still Photography (Theory)
Paper code : SPA-334

Max. Marks : 50

Total Hrs. : 60

Section - A :

- An understanding of light and its properties.
- Developing visual perception skills
- A basic understanding and familiarity with digital photography terminology and principles.
- Salient features of digital imaging.
- A comparative and analytical study of the analog and digital media.
- Understanding various modes and controls available on different camera models and applying these to achieve optimum performance.
- The role of optics in image capture. A study of various lens options and their use for specific applications.

Section -B :

- The importance of accessories like external flash units, reflective media, corrective and creative filters and camera supports like tripods.
- An aesthetic approach- dynamic and color composition theories and new theories practiced in the present context.
- Familiarity with common errors and way to avoid or correct them.
- In-depth knowledge of depth of field-its relative factors and applications.
- Being conversant with Photoshop CS 2 or CS 3 tools and applying them for purposes of image enhancement.
- Developing skills for constructive criticism of images, using aesthetic guidelines and evaluating the images for constant improvements on the basis of Metadata (exif information).
- Identifying possible subjects of interest and shooting them with a purpose of building up a body of work comprising consistent outstanding images.
- Learning to edit bracketed images to prepare a portfolio for submission.
- Applying the skills learnt so far.

Section - C :

- Exploring possibilities of applying digital image capture to various fields of interest ranging from portraits to the Abstract, wide angle scenic to the stunning details of macro shots.
- Understanding technical limitations of photography in certain situations and find alternate viable solutions to improve efficiency and final quality of output.
- Creative seeing and visualization.
- Mastering color management and color profile to be able to make consistently high quality prints of exhibition standards.
- Understanding tonal qualities and tonal range.

Section - D:

- Identifying the graphic elements in an image and capturing them to create a strong visual output.
- The importance of shadows, highlights and monotoners.
- Perspective control.
- Conceptual still life – defining table top arrangements.
- Identifying problems like noise in a digital image .Ways to avoid noise and reduce noise in pre and post production workflow.
- The advantages of a full frame digital SLR system over other systems.