

Ahmednagar Jilha Maratha Vidya Prasarak Samaj's

New Arts, Commerce, and Science College

Ahmednagar (Autonomous)

(Affiliated to Savitribai Phule Pune University, Pune)



National Education Policy (NEP)

Choice Based Credit System (CBCS)

Programme Framework and Syllabus for

Open Elective : Communication Studies

खुला वैकल्पिक विषय : संज्ञापन अभ्यास

(For Students of Arts and Science Faculty)

(कला व वाणिज्य शाखेतील विद्यार्थ्यांकरिता)

Implemented from

Academic Year 2024-25

Ahmednagar Jilha Maratha Vidya Prasarak Samaj's
New Arts, Commerce and Science College, Ahmednagar
(Autonomous)

Introduction of Open Electives (Marathi) : For Arts and Commerce Faculty

B. Voc. programme in Journalism and Mass Communication offers **Open Elective in Mobile Photography** at Department of Communication Studies, New Arts, Commerce and Science College, Ahmednagar (Autonomous). The media and communication industry has a widespread influence on the world around us, and this course helps enable students to be a part of that world. In recent years, the field of mass media has evolved into a partially interactive concept that touches almost every aspect of human life. With the sheer proliferation of media into our lives through internet, the field of photography is gaining popularity like never. This open elective course in mobile photography will bring vocational opportunities for students in the professional field of photography. In this image era, scope for photography is increasing and there will be a lot of job opportunities for skilled personnel.

This course is designed to offer a hands-on training approach towards mobile photography. Department of Communication Studies is well-equipped and has all the required facilities with advanced industry standard infrastructure for such courses. During this course, students will not only learn mobile photography but also develop the critical understanding of the way photographs are produced and consumed in multimedia environment. This course facilitates students to the dynamics of theoretical, technical and critical approaches along with the practical skills of photography.

Open Elective/ Generic Elective Framework and Course Distribution:

Subject: Communication Studies (For Arts and Commerce Faculty)

Sl. No.	Year	Semester	Level	Course Type	Course Code	Title	Credits
1.	I	I	4.5	OE-01	OE-JMC 01T	Visual Communication	02
2.	I	II	5.0	OE-02	OE-JMC 02P	Mobile Photography	02
3.	II	III	5.5	OE-03	OE-JMC 03T	Photojournalism	02
4.	II	IV	6.0	OE-04	OE-JMC 04P	Photostory	02
Total							08

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Syllabus of Open Elective: Communication Studies

Title of the Course: Visual Communication								
Year: I				Semester: I				
Course Type	Course Code	Credit Distribution		Credits	Allotted Hours	Allotted Marks		
		Theory	Practical			CIE	ESE	Total
OE-01	OE-JMC 01	02	00	02	30	15	35	50

Learning Objectives:

1. To introduce students to the fundamentals of visual communication.
2. To apply appropriate visual communication skills in mediated communication.
3. To have a theoretical understanding of visual media perspective.

Course Outcomes (Cos)

1. Student will develop knowledge and competencies in visual communication.
2. Student will demonstrate critical and innovative thinking about visual elements.
3. Student will perceive visual media in an efficient manner.

Detailed Syllabus :

Unit I : Fundamentals of Design (07 lectures)

- Human and Visual Communication
- History of Cave Painting

Unit II : Fundamentals of Design (14 lectures)

- Definition
- Approaches to Design, Centrality of Design, Rule of Third
- Elements of Design: Line, Shape, Space, Color, Texture. Form Etc.
- Principles of Design: Symmetry. Rhythm, Contrast, Balance Mass/Scale etc.
- Design and Designers

Unit III : Principles of Visual and other Sensory Perceptions (05 lectures)

- Color psychology and theory
- Optical / Visual Illusions Etc.

Unit IV : Basics of Visual Design (05 lectures)

- Design process-research, a source of concept,
- Process of developing ideas-verbal, visual, combination & thematic, visual thinking
- Associative techniques, materials, tools

Suggested Readings/Material:

1. Communication between cultures - Larry A. Samovar, Richard E. Porter, Edwin R. McDaniel & Carolyn Sexton Roy, Monica Eckman, USA, 2012
2. Introduction to Communication studies - John Fiske & Henry Jenkins 3rd edition, Routledge, Oxon 2011
3. An Introduction to communication studies - Sheila Steinberg, Juta & Co., Cape Town
4. One World Many Voices: Our Cultures - Marilyn Marquis & Sarah Nielsen, Wingspan Press, California, 2010
5. Lester, E (2000) Visual Communications: Images with Messages. Thomson Learning
6. Picture this: Media Representation of Visual Arts and artists. University of Luton Press
7. Palmer, Frederic: Visual Elements of Art and Design,1989
8. Longman Porter, Tom and Goodman, Sue: Manual of Graphic Technique 2: For Architects, Graphic Designers, and Artists,1982, Astragal Books. London
9. Palmer, F: Visual Awareness (Batsford, 1972)

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Syllabus of Open Elective: JMC

Title of the Course: Mobile Photography								
Year: I				Semester: II				
Course Type	Course Code	Credit Distribution		Credits	Allotted Hours	Allotted Marks		
		Theory	Practical			CIE	ESE	Total
OE-02	OE-JMC 02	00	02	02	60	15	35	50

Learning Objectives:

1. To introduce students to basics of mobile camera technology.
2. To apply appropriate camera techniques and skills in photography.
3. To have a vocational perspective of image creation.

Course Outcomes (Cos)

1. Students will develop strength and opportunities in mobile photography.
2. Students will demonstrate mobile camera techniques in photography.
3. Students will utilize their mobile photography skills efficiently.

Detailed Syllabus:

Unit I : Basics of Mobile Camera

- Camera as a Tool, Lenses
- Camera Settings, Perspectives
- Camera Operating
 Practical 1 - Use of camera setting
 Practical 2 - Operating Settings (Pro Mode)
 Practical 3 - Applying Grids

Unit II : Functions of Camera

- Aperture, Shutter Speed, ISO
- Depth of Field
- Exposure
- Preset Modes
 Practical 4 - Rule of Third
 Practical 5 - Aperture
 Practical 6 - Shutter Speed
 Practical 7 - Depth of Field

Unit III : Composition

- Practical 8 - Line
- Practical 9 – Shape & Form
- Practical 10 - Pattern
- Practical 11 - Space
- Practical 12 - Color
- Practical 13 - Texture
- Practical 14 - Contrast & Exposure
- Practical 15 - Balance

Suggested Readings/Material:

1. Bruce Barnbaum, The Art of Photography, Rocky Nook Publication, (2010)
2. Bruce Bloc, The Visual Story: Creating the Visual Structure of Digital Media, Routledge; 2nd edition (2007)
3. John Alton, Painting with Light, University of California Press (2013)
4. Mascelli, Practical Photography, Hind Pocket Books (2003)
5. Paul Martin Lester, Visual Communication: Images with Messages, Wadsworth Publication, (2013)