

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
Skill Enhancement Courses: JMC
(For B. Voc. JMC Students only)

Implemented from

Academic Year 2024-25

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

Introduction of Skill Enhancement Courses: Journalism and Mass Communication

B. Voc. programme in Journalism and Mass Communication offers **Skill Enhancement Course in 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 skill enhancement course in 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 professional 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 digital 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.

**Skill Enhancement Courses: Framework and Course Distribution:
Subject: Journalism and Mass Communication**

Sr. No.	Year	Semester	Level	Course Type	Course Code	Title	Credits
1.	I	II	5.0	SEC-01	SEC-JM 01P	Basics of Camera	02
2.	II	III	5.5	SEC-02	SEC-JM 02P	Basics of Photography	02
3.	II	IV	6.0	SEC-03	SEC-JM 03P	Professional Photography	02
Total							06

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

Skill Enhancement Courses: Journalism and Mass Communication

Title of the Course: Basics of Camera								
Year: I				Semester: II				
Course Type	Course Code	Credit Distribution		Credits	Allotted Hours	Allotted Marks		
		Theory	Practical			CIE	ESE	Total
SEC-01	SEC-JM 01P	00	02	02	60	15	35	50

Learning Objectives :

1. To have operating expourse to camera technology.
2. To learn basics of digital camera technology.
3. To learn the creative use of camera as a tool for visual expression.

Course Outcomes (Cos)

1. Students will rethink about environment in which they live through the pictures.
2. Students will have hands on training & practice to digital camera photography.
3. Students will develop an integrated perspective about photography.

Detailed Syllabus:

Unit I : Basics of Camera

- Camera as a Tool, Lenses
- Camera Settings, Perspectives
- Camera Operating
 Practical 1 - Use of camera setting
 Practical 2 - Operating Settings
 Practical 3 - Preset Modes

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 - ISO
 Practical 8 - Exposure
 Practical 9 - Space & Depth of Field

Unit III : Composition

Practical 10 - Line

Practical 11 – Shape & Form

Practical 12 – Pattern

Practical 13 - Colour & Contrast

Practical 14 - Texture

Practical 15 - Balance & Rhythm

Suggested Readings:

1. Bruce Barnbaum, The Art of Photography, Rocky Nook Publication, (2010)
2. Bruce Bloch, 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)