

## 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 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 the minimum passing and maximum marks for each paper shall be shown in the syllabus. 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 9 questions in each question paper, out of which the candidates will be required to attempt 5 questions in all.
3. Classification : 75% marks Pass with Hons., 60% First Division and 50% Pass in the aggregate.
4. To pass the examination, a candidate is required to obtain at least 40% . marks in individual paper (theory & practical as prescribed in the syllabus) and 50% marks in aggregate 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 securing less than 25% marks in maximum of one paper, shall be allowed to take the exam in the successive academic year only.
9. Internal assessment shall be based on internal examination and regularity in attendance.

**CERTIFICATE COURSE  
STILL PHOTOGRAPHY AND AUDIO PRODUCTION**

Eligibility : 10+2  
 Total Hours : 240  
 Total Marks : 300

	<b>Subject- Practical</b>	<b>Maximum Marks</b>		<b>Minimum Marks</b>		<b>Duration of Exam.</b>	<b>Total Marks</b>
		<b>Internal</b>	<b>External</b>	<b>Internal</b>	<b>External</b>		
SPA-131	Audio Production Lab	30	70	12	28	6 Hrs.	100
SPA-132	Still Photography (Practical, Viva & Submission)	30	70	12	28	10 Hrs.	100
SPA-133	Theory Introduction to Audio Production	15	35	6	14	3 Hrs.	50
SPA-134	Still Photography	15	35	6	14	3 Hrs.	50
<b>Total Marks</b>						<b>300</b>	

## CERTIFICATE COURSE

### AUDIO PRODUCTION LAB

Paper Code : SPA-131

Max. Marks : 100

Total Hrs : 60

#### **Audio Production**

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

#### **STILL PHOTOGRAPHY**

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

Paper Code : SPA-132

Max. Marks : 100

Total Hrs. : 60

**Practical :** 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

**Topic:**

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 - Coonie
3. Darkroom Handbook - curtain - curtain & Londoan
4. Photo journalism - Clifton C. Edom

## **STILL PHOTOGRAPHY AND AUDIO PRODUCTION**

Paper : SPA-133

Max. Marks : 50

Total Hrs. : 60

### **INTRODUCTION TO AUDIO PRODUCTION**

#### **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 (Macmillan)
2. Science of Human Communication ed. By Wilber Schramm. Process and
3. effect of Mass Communication ed. 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 in 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 2<sup>nd</sup> Press Commission of India (Govt. of India)

**DIPLOMA  
IN STILL PHOTOGRAPHY AND AUDIO PRODUCTION**

Eligibility : Certificate Course in Still Photography & Audio Production

Total hrs. : 240

Total Marks : 400

	<b>Subject- Practical</b>	<b>Maximum Marks</b>		<b>Minimum marks</b>		<b>Duration of Exam.</b>	<b>Total Marks</b>
		<b>Internal</b>	<b>External</b>	<b>Internal</b>	<b>External</b>		
SPA-231	Audio Production Lab	45	105	18	42	6 Hrs.	150
SPA-232	Still Photography (Practical, Viva & Submission) Theory	45	105	18	42	10 Hrs.	150
SPA-233	Introduction to Audio Production	15	35	6	14	3 Hrs.	50
SPA-234	Still Photography	15	35	6	14	3 Hrs.	50
<b>Total Marks</b>							<b>400</b>

## **Audio Production Lab**

Paper Code : SPA-231

Max. Marks : 150

Total hrs. : 60

### **Course Rationale :**

The objective of the 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



## Still Photography Lab

Paper Code : SPA-232

Max. Marks : 150

Total Hrs. : 60

### Practical

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

## INTRODUCTION TO AUDIO PRODUCTION

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, pronunciations,

Pace, pitch, modulation, tone, emphasis.

### **Section - C :**

Principles of transmission/reception

Production to transmission to reception,

Studio set up familiarization ( wave propagation )

### **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 Chalapthi Rao

## STILL PHOTOGRAPHY

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 :

- Photo lab techniques - types and working and lenses of enlarger
- Types of developers
- Effects of Over/under development
- Printing papers - types & uses

### Section - D : Colour Photography and Lighting

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

**ADVANCED DIPLOMA  
STILL PHOTOGRAPHY AND AUDIO PRODUCTION**

Eligibility : Diploma in still photography and audio production.

Total Marks: 400

Total Hrs. : 240

	<b>Subject- Practical</b>	<b>Maximum marks</b>		<b>Minimum marks</b>		<b>Duration of Exam.</b>	<b>Total marks</b>
		<b>Internal</b>	<b>External</b>	<b>Internal</b>	<b>External</b>		
SPA-331	Audio Production	45	105	18	42	6 Hrs.	150
SPA-332	Still Photography (Practical, Viva & Submission)	45	105	18	42	10 Hrs.	150
SPA-333	Introduction to Audio Production Theory	15	35	6	14	3 Hrs.	50
SPA-334	Still Photography Theory	15	35	6	14	3 Hrs.	50
<b>Total Marks</b>							<b>400</b>

## **Audio Production Lab**

Paper code : SPA-331

Max. Marks : 150

Total Hrs. : 60

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

## STILL PHOTOGRAPHY LAB

Paper code : SPA-332

Max. Marks : 150

Total Hrs. : 60

### **Practical**

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

## INTRODUCTION TO AUDIO PRODUCTION

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 Chalapathi Rao

## STILL PHOTOGRAPHY

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 CS2 or CS3 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 (exit 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 scenics 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 monotonnes.
- 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.

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