

S. S. Jain Subodh P.G. (Autonomous) College
Rambagh Circle, Jaipur
Department of Journalism & Mass Communication



Scheme of Examination
&
Syllabus for
Certificate Course
In
Photography and Audio Visual Production
Academic Session 2023-2024

Certificate Course- Photography and Audio Visual Production

The course of study of certificate course in “**Photography and Audio Visual Production**” shall extend over a period of six months. On satisfactory completion of the course and after passing the examination, a candidate will be awarded the Certificate in Photography and Audio Visual Production.

The academic session shall start from January and end in June. There shall be an examination at the end of each academic session.

The examination of each semester will consist of two theory papers, and one practical paper.

Medium of instructions and examination will be **English/Hindi** only.

Admission procedure for the programme will start in the month of January/February every year.

Eligibility for Admission:

The candidate opting the programme can be of any stream (Arts/Science/Commerce).

The candidate must have passed XII with 50% or more (48% for SC/ST/OBC/SOBC category) in aggregate without any approximation.

Examination Scheme:

Each theory paper shall be of 100 marks (70 for theory exam and 30 for internal assessment).

Each practical paper shall be of 100 marks (70 for practical exam and 30 for internal assessment).

The basis for internal evaluation in theory shall be home assignment, presentations, case studies, internal test, regularity etc.

The basis for internal assessment in the practical papers shall be timely submission of the practical assignments, performance in the internal assessments, regularity etc.

Each theory paper examination will be of three-hour duration and shall carry 70 marks. Theory paper shall contain two parts.

- a) Part A will contain 20 short questions/objective type questions, each carrying 2 marks. Students will have to attempt all questions.
- b) Part B will contain 3 long descriptive types of questions (from each unit) with internal choice, each carrying 10 marks, all questions are compulsory.
- c) Each practical examination (Maximum marks 100) will be of three-hour duration on one day and carry 70 marks for exercise(s) assigned in the examination and Viva-Voce, and 30 marks for the Internal assessment.

S.No.	Question Pattern	Max. Marks (Theory)		Max. Marks (Practical)	
		ESE	IA	ESE	IA
1	Part A: 20 Short Questions	20 X 2 =40			
2	Part B: 3 Essay Question from each Units with Internal Choice	3 X 10 =30			
	Sub Total	70	30	70	30
		100		100	

Number of Units in Syllabus

	Stream	No. of Units
1	Certificate Course in Photography and Audio Visual Production	3 (each paper)

Maximum Marks for the Course and Number of Units of each Subject in Programme

S. No.	Stream	Number of Papers in the Program		Total Marks for the Program	Grand Total
		Theory	Practical		
1.	Certificate Course in Photography and Audio Visual Production				
		2 X 100	1 X 100	200 +100 = 300	300
					300

Award of Division and Grade:

Over all merit / rank of student will be declared after compilation of marks / grade secured by the candidate in all the theory and Practical papers of the course.

The distribution is as follows:-

% of Marks	Division	Grade
90.01 % and above	I	Outstanding
80.01 – 90.0%	I	A++
70.01 – 80.0%	I	A+
60.01 – 70.0%	I	A
54.01 – 59.99%	II	B
48.01 – 54.0 %	II	C
40.01 – 48.0%	Pass	D
Less than 40.0%	Reappear/Fail	E

Structure of Diploma Program in Photography and Audio Visual Production

Paper No.	Subject	Teaching Hrs. Per Week	End Session Exam (ESE)	Internal Assessment (IA)	Exam Hours
Theory Paper					
P011	Photography	04	70	30	03
P012	Audio Visual Production	04	70	30	03
Practical Paper					
PR013	Practical Paper	03	70	30	-
	Total	11	210	90	-

SYLLABUS

Max Marks: 100 (ESE: 70 IA: 30)

Passing marks: 40

Question Paper pattern for End Session Exam (ESE)

Max Marks: 70

Part-A will contain 20 short questions of 2 marks each.

Part-B will contain 3 questions (1 from each unit with internal choice) of 10 marks each.

P011

PAPER I - Photography

Course Objective -

- Make them familiar with various basics of photography
- To introduce the students to technical aspects of the Photography, cameras lens and lighting
- To introduce the students to various genres of Photography

Learning Outcomes:

- Exercise and practice photography techniques and skills
- Demonstrate a broad knowledge of Digital Photography
- Student will be able to understand the technical aspect of Photography

Unit I

Understanding the mechanisms of Photography; Types of photographic cameras and their structure (Pin-hole, SLR, TLR, D-SLR); Lenses Aperture ,Shutter Speed, light meters, focus and depth of field.

Unit II

Understanding Light and Shadow; Natural light and Artificial Light; The Nature of Light- Direct Light, Soft light, Hard light, Directional Light; Three Point Lighting, Highlights, Shadow and Silhouettes.

Unit III

Lighting equipment (Soft boxes, umbrellas, Fresnel's, Skimmers, reflectors, etc); Technique and Metering for Light, Filters and Use of a Flash Unit.

Basics of Photoshop ,Photo editing software : Corel Draw, Adobe Photoshop.

Reference Books:

1. Camera Lucida: Reflections on Photography- Roland Barthes On Photography- Susan Sontag
2. The Man, The Image & The World: A Retrospective- Henri Cartier-Bresson
3. Basic Photography- Michael Langford.
4. All about Photography by Ashok Dilwali, National Book trust , Year of Publication:2010 New Delhi.
5. Practical photography by O.P. SHARMA HPB/FC (14 March 2003)

P012

Paper -II Audio-Visual Production

Course Objectives:

- To develop understanding regarding basics of audio visual production
- To inculcate the technical knowledge of indoor and outdoor productions
- To acquire the skills to light, shoot and create proper shoot environment
- To make student learn audio and video editing
- A comprehensive practical work will be done by students which will give them in-depth knowledge of the subject.

Course Outcome

- Student will understand the process of production
- Student has learnt the capabilities to generate ideas
- Student has developed the skills to produce and Shoot indoors and outdoors programme
- Student has acquired the skills to edit creatively and aesthetically

UNIT I

Audio Visual Communication Skills - Communication - Concept, process and significance of communication, types of communication.

Psychology of AV Communication: Gestures-expressions, facial language, eye contact, Shake hands, sitting posture. Visual communication - meaning, elements, significance of visual communication.

Visual grammar - Concept and principles of Visual grammar

Visual Narrative & Aesthetics, Visual Language: Script writing for visual media, news, fiction and non fiction and Shooting Script

Unit II

Microphones Types: Dynamic, Condenser, Ribbon, Polar Pattern, Sensitivity. Microphone designs for special applications

Audio in video program - Voice over, music, background sound, ambience sound Sound mixing, sound designing, sound effects, sync sound, sound effects

Unit III

Video production management, Process of Pre production - Script requirement, Budget, and schedule

Process of Production - Developing a Crew, Producing a Shooting Script,

Before the Camera Rolls, Roll Camera, Location Sound, Continuity.

Process of Post - production - offline edit, online edit, mastering

Production team and responsibility

Understanding of Production Pressure - Project cost, sufficient time, overrun schedule, skilled labor, needed equipments availability, regulation and restriction, significance.

Reference Books:

1. Photo journalism: The Professionals' Approach Kenneth Kobre,; Focal Press, Waltham, Massachusetts
2. Practical Photo journalism P Martin Keene,; Focal Press, Waltham, Massachusetts
3. Rajasthan: India's Enchanted Land; Raghubir Singh, Thames and Hudson, London
4. My Land and Its People; Raghu Rai, Vadhara Art Gallery, New Delhi
5. Understanding Photojournalism; Jennifer Good and Paul Lowe, Bloomsbury, London
- 6 Basic TV Technology, Digital and Analog by Robert L. Heartwig.
- 7 Video Editing & Post production by Garg N. Anderson Focal Press.

PR013 (Practical Paper)

The practical paper will be based on the practical application of the theory papers.

Course Objective

- The objective of the practical paper is to enable the students to write and present video scripts in a visual form. At the same time, it will not only help student to produce a Video film as a team activity but they will also learn the technicalities of handling a video camera and an video editing system.
- Students will be taught about various composition techniques which are used while shooting a programme
- Students will be given practical training of post-production and video editing for audio-visual medium.

Course Outcome

- Students will be gain practical in-depth knowledge in various aspects of Audio Video Production.
- Students will learn to use and operate the video camera for creating news, documentary, fiction etc
- Students will inculcate knowledge of script writing.
- Students will gain exposure about the technical about equipments
- Students will gain practical in depth knowledge of photography skills

Description of Practical Paper

1 Students will give a presentation on the Camera Technology with Three Variables -Light Subject & Composition

2 Students will file a still photograph album of minimum 5 pictures showcasing the subject mentioned below: • Candid • Portrait • Landscape • Wildlife • Environment • Disaster • Modeling for Advertising • Sports • Conflicts • Political Event • Social Event • Culture

3 Students will file one video news/ documentary shot on mobile phone on the subjects mentioned: • Candid • Portrait • Landscape • Wildlife • Environment • Disaster • Entertainment • Sports • Conflicts • Political Event • Social Event • Culture 45 D.

4 Students will prepare TV news bulletin (Approx 5 Minutes)

5 Students will create and shoot a documentary of 10-12 minutes.

