

**S.S. JAIN SUBODH P.G. COLLEGE, JAIPUR**

**VALUE-ADDED COURSE**

**COURSE TITLE: PHOTOGRAPHY AND AUDIO-VISUAL PRODUCTION**

**NODAL DEPARTMENT: JMC**

**COURSE CODE: 23VAC\_6408T**

**MARKING SCHEME**

Tutorial (Hours)	Time Allowed ESE (Hrs)	Course Credits	Total Marks	End Semester Exam (Max. Marks)	Assignment	Minimum Marks
30	2	2	50	35	15	20

**COURSE OBJECTIVES:**

1. Make them familiar with various basics of photography
2. To introduce the students to technical aspects of the photography, cameras lens and lighting
3. To develop understanding regarding basics of audio-visual production
4. To make student learn audio and video editing

**COURSE CONTENTS:**

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.

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.

**(15 Hours)**

Audio Visual Communication Skills - Communication - Concept, process and significance of communication, types of communicate: Gestures-expressions, facial language, eye contact, Shake

hands, sitting posture. Visual communication - meaning, elements, significance of visual communication Visual Language: Script writing for visual media,

Video production management, Process of Pre-production - Script requirement, Budget, and schedule, Process of Production - a Shooting Script, Process of Post Production -offline edit online edit, mastering, Production Team and responsibility.

(15 Hours)

### **SUGGESTED READINGS:**

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, NBT, Year of Publication: 2010 Delhi.
5. Practical photography by O.P. SHARMA HPB/FC (14 March 2003).
6. Video Editing & Post production by Garg N. Anderson Focal Press.

### **COURSE OUTCOME:**

1. This outcome equips graduates for roles such as professional photographer, cinematographer, video editor, or production assistant. Mastery of technical tools and processes ensures they can produce high-quality visual content for various media platforms, including advertising, film, and digital marketing.
2. This outcome prepares graduates for creative roles such as director of photography, content creator, multimedia producer, or visual storyteller. Their ability to communicate effectively through visuals enhances their employability in industries like entertainment, advertising, journalism, and digital media production.

  
(Prof. K. B. Sharma)

**Principal**

  
**Head of the Department**