

BA Still Photography

Still photography refers to unit still photographer: a person who creates still photographic images for the publicity of films and television programs and other photography: producing still images. The liberalization, globalisation and opening up of economy has led to the setting up of a host of 24X7 news channels as well as a large number of entertainment channels. Further, with the mindset of Indian masses undergoing sea change, the working in the entertainment Industry is no more a limitation. More and more young men and women are taking to entertainment industry. Courses of Film and Television is driven by the singular desire to create New Media Communicators using cinema and television as a means of dialogue with their world. We aim to provide a global platform for quality media and film professionals.

Eligibility Criteria: 10+2 or equivalent in any stream

To earn a BA (Hons) in Still Photography, a student has to earn a minimum of 90 credits. Minimum 24 credits are to be earned from Still Photography subjects and the remaining can be taken from any stream.

Every student has to attain a minimum of D grade in all courses; a student may however, and repeat or change any course being offered. Notwithstanding, every student must acquire the desired number of credits. The detailed course structure under different categories is given in succeeding pages. Brief description of the course content follows thereafter.

Codes	Subject Name	Credit
16A.101	Creative Writing	4
16A.102	Still Photography	4
16A.103	Media Appreciation	4
16A.104	Clay Modelling	4
16A.105	Basic Drawing	4
16A.106	Story Telling	4
16A.107	Communication Theory and Research	4
16A.108	Basics of Computer Art	4
16A.109	Understanding Light	4
16A.110	Drawing	4
16A.111	Darkroom Practice	4
16A.201	Introduction to Theatre	4
16A.202	History of Photography	4
16A.203	Camera, Lenses and Accessories	4
16A.204	Visualization and Composition	4
16A.205	Exposure and Photographic Film	4
16A.206	Zone System	4
	Introduction to Medium Format and Large Format	
16A.207	Camera	4
16A.208	Understanding Color	4
16A.209	Artificial Light	4
16A.210	Photographic Techniques	4
16A.211	Computers in Photography	4
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16A.101 Creative Writing

The exploration, development, and expression of ideas through writing. The student will learn where ideas come from, and how ideas can be developed and transformed through exploration and critical thinking. Reflection is an important part of the process. The role of literature in culture, the development of literature throughout history and various world cultures, and the factors that influence writing and writers. To learn to avoid making quick judgments of unfamiliar work and, instead, arrive at informed personal interpretations.

16A.102 Still Photography

Credit: 4

To understand Moving Image, it is imperative to understand a Still Image. This subject introduces the basics of Still Photography to the student. Content includes History of the Photography, Camera, lenses and accessories, Exposure and composition Under-standing light, Film and its Formats. Black and White Film Processing and Basic Black and White Printing.

16A.103 Media Appreciation

Credit: 4

An introduction to the understanding of Media and Media Practices. Historical and contextual studies in Image, Photography, Mass media and Film language. Ideas of reportage/journalism versus subjective uses of media. History of image in ancient, medieval and modern art and culture. The idea of cinematic form, Cinema as spatio-temporal narration. The concept of filmic structure. Classification of Films Short-Feature, Fiction-Nonfiction, Live Action, Animation, Record, Reportage, Documentation, Education, Motivation through the various genres of films. TV, Film, TV News-magazine.

16A.104 Introduction to Claymodelling

Credit: 4

The student will learn 3D-visual thinking and creativity as fundamental to all art, design or craftwork. This subject will enable students to experiment with clay and other sculpture techniques in order to broaden their experience. The idea of a 'frame'. Basics of composition-golden mean and rule of thirds. Interpreting word for visual. Students will be encouraged to use unusual materials along with clay and papier-mâché to explore expressive and sculptural possibilities.

16A.105 Basic Drawing

Credit: 4

Students will be guided to develop free-hand sketching. This subject will enable students to experiment with drawing approaches and techniques in order to broaden their experience and understanding of visual language. The idea of a 'frame'. Basics of composition golden mean and rule of thirds. Interpreting word for visual. Students will use materials and media which are specific to drawing but will also be encouraged to use unusual materials and media which may extend visual language and creativity.

16A.106 Storytelling

Credit: 4

This subject will explore strategies for storytelling. A survey of traditional and non-traditional approaches to telling stories-the oral tradition, text, performance and now also the interactive digital space. The medium explored maybe primarily the written word but other forms like theatre, comics, performance are also encouraged.

16A.107 Communication Theory and Research

Credit: 4

A survey of models of communication, theories of communication and their application in creating effective work. Major theoretical perspectives in media theory and their applications. Media as Message-carriers; Types of Media.

16A.108 Basics of Computer Art

Credit: 4

Students are introduced to basics of computer graphics and image manipulation. The elements of graphics and understanding the digital environment. Systems of storage and operation. Students get acquainted with packages like Photoshop, corel draw and Illustrator. Work from the drawing or clay modeling can used as starting material.

16A.109 Understanding Light

Credit: 4

Introduction to different types of lights and how the quality of light can enhance the mood and grace of the picture. Emphasis will be on how available light or natural light can be handled/tackled according to the requirement of the subject. Understanding how to manipulate different light situations and understanding shadows. Mixed lighting system evaluates work produced. Use of different media in addition to photography is encouraged.

16A.110 Drawing

Credit: 4

Drawing at a more advanced level. The students prepare to be able to translate these skills to drawing for motion and cell-animation. Basic understanding of life drawing, colour, line, pattern, texture, form, structure and weight.

16A.111 Darkroom Practice

Credit: 4

The subject provides the opportunity for a student to develop a range of skills and knowledge associated with the processing and printing of black and white film and images. Content includes Process materials by hand and machine on B and W negative and paper. Print enlarger types and techniques, filters and masks, processing and print.

16A.201 Introduction to Theatre

Credit: 4

Background and foundation for appreciation and evaluation of theatre arts. The subject will include a study of dramatic structure, history of the theatre, plays and playwrights, and a study of contemporary theatre production.

16A.202 History of Photography

Credit: 4

The history of photography, the development throughout history and various world cultures.

16A.203 Camera, Lenses and Accessories

Credit: 4

This subject provides detailed explanation of different types of Cameras, and what makes them different from one another, different lenses and their inherent characteristics. The course further explores the creative use of these variables.

Content includes Understanding Camera, Camera and accessories: camera format and type (eg semi-automatic, automatic and manual), basic lens types (eg standard, wide angle, long focus).

Techniques: Load camera, accurately determine correct exposure, focus and compose image, select and correctly expose film stock, photography in an editorial context, linking visuals and text (co-constructors) in the construction of meaning, photography as document, approach to page layout the use of different filters in different situations developing a portfolio of photographs shot with depicting the utility of filters and various accessories

16A.204 Visualization and Composition

Credit: 4

This subject will deal with Compositional awareness which ultimately separates an ordinary photographer from extra ordinary. The ability to compose pictures well, will empower to take picture that captures how person feels about a subject and to pass that feeling on to the viewer.

Content includes Portfolio works of objective and subjective composition (still life, 2D objects) photography in an editorial context, linking visuals and text (co constructors) in the construction of meaning, photography as document, approach to page layout to create compositional awareness among the student photographers and make them understand the rules applied in composing the picture.

16A.205 Photographic film and Exposure

Credit: 4

In this subject students will be able to extend their knowledge and skill in the use of silver-based recording media and associated techniques and technology. Metering types and students will learn that how the right combination of shutter speed and aperture can lead to perfect exposure and hence results can be improved amazingly. The subject aims to ensure that students become confident in their use of materials and methodology, thus enabling students to make informed decisions in order to achieve a required outcome.

16A.206 Zone System

Credit: 4

The subject enables students to deeply understand total scale, which is divided into series of discrete grays that are identified as zones. This will also cover image gradation and Visualization Aids

Content includes zone system conceived by Ansel Adams and Fred Archer for controlling black and white photographic process Zone scale where zero relates to deepest black print value and ix relates to lightest possible print value Developing controls on contrast by applying zone system for precise exposure.

16A.207 Introduction to Medium and Large format Cameras

Credit: 4

This Subject will deal with difference between 35mm Camera and medium/ Large format cameras and also why large format cameras are used by photographers as the main tool in the trade. Advantages and characteristics of the formats, panoramic backs, distortion control and focusing.

16A.208 Understanding Colour

Credit: 4

This subject will introduce students to color photography and how the color management can control or enhance the emotional responses. Content includes Collecting pioneering color photographic works, Presenting the collected body of work and reflecting one's own interpretation. Effective color usage. Managing and composing using dominant colors. Restricting and isolating contrast in color management photography. Arranging harmonious display of color in pictorial form. Portfolio based on the basic understanding of color composition sand on darkroom experimentations.

16A.209 Artificial Light

Credit: 4

This subject focuses on indoor photography and how artificial light is used to create powerful images. How studio flash, flashguns, and tungsten light can used to reproduce daylight effect inside the studio. Content includes Understanding Artificial light effectively Effective use of: space, background material, studio stands, lighting equipment Range of equipment: tungsten (eg spots and floods), electronic flash (eg studio/portable, floor and/or gantry mounted systems), light pipes, macro lighting, fiber optics Accessories: barn doors, diffusers, meters, remote sensors.

16A.210 Photographic Techniques

Credit: 4

Silver-based materials Properties and limitations of black and white film: applications, grain type/structure, speed range, color sensitivity, development Properties and limitations of color film: type/structure, reversal negative/positive, speed, latitude, development, image resolution, color sensitivity characteristics, characteristic Camera formats: 35mm, medium and large format cameras, applications, lens types (eg bellows extensions, matt boxes, filters).

16A.211 Computers in Photography

Credit: 4

The role of computers in photography is unimaginable these days. The subject will help us in exploring this.

16A.301 Creating Digital Images

Credit: 4

This subject is designed to enable students to develop and explore their digital image processing skills, together with their knowledge of the associated technology and systems. This subject will enable students to develop their skills and knowledge to a level that will facilitate specialization in digital image production.

Content: Input devices, Input fundamentals, Digital and analogue originals, archive File, File fundamentals. Aesthetics: content and meaning, context, client needs Intellectual property

16A.302 Interpreting Images

Credit: 4

This subject provides an opportunity for extending students' understanding of the power of images to communicate meaning, messages and information. Students will carry out in-depth investigation, analysis and experimentation to develop their skills and awareness of photographic imagery. Content: Role of Photography : representation, depiction and perception (from different viewpoints), cultural identity (gender, race, sex), context Meaning of messages and information: implicit and explicit, moods, codes, semiotics, symbols, signs, arrangements Subject matter: advertising, news, subjective/objective work overt message, hidden message, bias Analysis: deconstruction, own views, others' views/opinions, denotation, connotation, relationships use of composition, experimentation with visual and or material characteristics Approaches: style, historical, contemporary illustrative, representational, constructed, still life.

16A.303 Introduction to Fashion Photography

Credit: 4

Students will learn basics of fashion Photography and will be introduced to changing trends in the field. Icons of Fashion photography throughout the world including Indian photographers will be covered in this subject. And students would be required to take lots of Images related to the topic.

16A.304 Fine Art Photography

Credit: 4

Fine Art Photography affords you further opportunity to refine and extend the skills of photographic. This subject will push you towards working on greater challenges both technical and aesthetic.

16A.305 Fashion Photography

Credit: 4

This subject is intended to help students relate studies in fashion professional context. Student is expected to investigate the ethics and responsibilities of artists, in relation to society and the environment.

16A.306 Industrial Photography

Credit: 4

This subject is intended to help students relate studies in industrial context.

16A.307 Table-top Photography

Credit: 4

This subject is intended to help students relate studies in table top photography context.

16A.308 Advising

Credit: 4

Advising helps plan educational goals and work to achieve them throughout a liberal arts education. With interests and goals in mind, academic advisors will help formulate academic plans. Advisors are dedicated to set and reach individual goals, explore and plan appropriate academic study, and prepare for success after graduation. The purpose of this subject is to show how to use the advising process at each step along the way.

16A.345 Project

Credit: 4