

MCE Society's

Abeda Inamdar Senior College of Arts Science and Commerce

Animation Department



Certificate Course in Digital Photography



M. C. E. Society's

Abeda Inamdar Senior College

Of Arts, Science and Commerce, Camp, Pune-1

(Autonomous) Affiliated to Savitribai Phule Pune University

NAAC accredited 'A' Grade

Certificate Course in Digital Photography

2021-22 (CBCS – Autonomy 21 Pattern)

Course/ Paper Title	Digital Photography
Course Code	21AUCCPH101
Semester	1
No. of Credits	4

Aims & Objectives of the Course

Sr. No.	Objectives
1.	The scope of digital photography is diverse, in terms of career fields. Professions that require the services of photographers are the print media, commercial and industrial fields. Some photographers work on a freelance basis, working from project to project,
2.	while others work on a payroll basis for newspapers or various businesses. Many photographers enter this profession after receiving degrees or diplomas in photography or photojournalism. Although not essential, a degree/diploma provides a sound base and good theoretical knowledge in photography and helps learn the basics of technology and objects that will be used. Some digital photography careers are fashion and portrait work.

3.	Photo shoots with models, brides and children are part of the routine in this work. Other digital photography careers are less apparent, like paparazzi assignments, investigation, or field work for mortgage companies. Most digital photography careers are on a freelance basis, which means you are your own boss; however, there are staff positions for photographers at newspapers, magazines and portrait studios.
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Expected Course Specific Learning Outcomes

Sr. No.	Learning Outcome
1.	Learn how to see your images in a more sophisticated way, like a professional photographer.
2.	Learn how to take better portraits with any camera.
3.	Tips for improving your portrait, group, couples, groups & child photography.
4.	Editing portraits, groups, couples, groups & children to make them look stunning.
5.	Choose a better background and compose your subject.
6.	Feel confident interacting and posing your subject.
7.	learn to think like a pro shooter to help them understand how to improve their photography skills.
8.	Combine technical mastery, artistry, game, or event knowledge, and understanding of the human condition to make great photos.
9.	Product Photography Using Selective Focus Exposure affects you Images Controlling Brightness and Contrast Close up Photography.
10.	Interior and Exteriors Architectural Photography Industrial shooting (Internal & 11. external) And use of various wide-angle lenses. Landscape photography. 12. Action and Sports Photography to capture the action, in different ways, to know the game

	First, Select the equipment according to the game. (Use of various zoom and tele lenses and tripods)
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Syllabus

Unit No.	Title with Contents	No. of Lectures
Unit I.	BEYOND THE BASICS	8
	1. Introduction	1
	2. Unit Objectives	
	3. Camera Controls and Creativity	1
	4. Basic Controls for Exposure	
	5. Advanced Controls for Controlling Color and Tone	1
	6. Digital Photographs	1
	7. Automatic All the Way	
	8. Working of Digital Camera	1
	9. Selecting Image Size and Quality	
	10. Selecting Exposure Modes	1
	11. Programmed	
	12. Shutter Priority	1
	13. Aperture Priority	
	14. Manual	1
	15. Types of Lenses	
Unit II.	Photographing People	15
	1. Unit Objectives	1

	2. Inside the Digital Camera	
	3. Image Sensor and Its Types	1
	4. Built-in Memory and Memory Cards	
	5. ISO Rating	1
	6. Digital Camera +/-Button	
	7. White Balance	1
	8. Digital Camera Aperture and Shutter Priority Modes	1
	9. Checking the Depth of a Field	
	10. Self-Timer	1
	11. LCD Preview	
	12. Advantages and Application of Digital Photography	1
	13. Uses of Digital Images	1
	14. Principles of Digital Photography	
	15. LCD or the Viewfinder	1
	16. Replacement of an Auto-Focus Camera with a Fixed-Focus Camera	1
	17. Delay in the Shutter While Clicking Pictures	
	18. Camera Lens Cleaning	1
	19. Understanding Memory and Image Formats	
	20. Panorama Mode	
	21. Macro Mode	1
	22. Digital Zoom	
	23. Memory Constraints	1
	24. Lenses	1
	25. Types of Lenses	
	26. Working and Angle View of a Lens	1
Unit III.	PRODUCT PHOTOGRAPHY	9
	1. Introduction	1
	2. Unit Objectives	1
	3. Using Selective Focus	1
	4. Getting Correct Exposure	

8. Object	1
9. Monochrome	
10. Selecting a Suitable Subject	
11. Getting Ready for the Photo Shoot	2
12. Selecting a Location	1
13. Photography Equipment for a Travelling Photographer	
14. Legal Issues in Photography	1
15. Professional Training	
16. Commercial Use Myths	
17. Freedom of the Press	1
18. Limitations on Publication	
19. Model Releases	
20. Private Property	1
21. National Security	
22. Editorial	1
23. Commercial	
24. The Right of Publicity	1

References:

1. The Digital Photography Book by Scott Kelby
2. Digital Photography Book, Part 2, The by Scott Kelby
3. The Digital Photography Book: Part 3 by Scott Kelby
4. How to Create Stunning Digital Photography by Tony Northrup
5. The Photographer's Eye Remastered 10th Anniversary: Composition and Design for Better Digital Photographs by Michael Freeman



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NAAC accredited 'A' Grade.

Certificate Course in Digital Photography

2021-22 (CBCS – Autonomy 21 Pattern)

Course/ Paper Title	Digital Art Photography
Course Code	21AUCCPH102
Semester	1
No. of Credits	4

Aims & Objectives of the Course

Sr. No.	Objectives
1.	This course is designed from a photographic viewpoint. We will be utilizing the unique and unlimited power of post processing of a digital image. My emphasis is on photography as a purist. I want my students to have a mental image of the photo first, and then to create a photo that matches their thoughts.
2.	To become proficient at the technical aspect of photographing with a digital camera. Students will be working with those images in post processing including digital editing, saving, sizing, and posting of those images To develop and practice skills using digital photography tools and the Internet including emailing and posting to a web site.
3.	To learn to shoot with digital cameras maximizing the quality of the output from them.
4.	To appreciate more about the "Photographer's Art" through the study of historic
5.	And contemporary trends and to apply that appreciation to and through your own work.
6.	To develop the habit of looking closely at the visible world around you in order 9. to represent it in terms of aesthetics, beauty, and truth. – To look at what you are seeing and to see what you are looking at.

Expected Course Specific Learning Outcomes

Sr. No.	Learning Outcome
1.	You will learn how to see your images in a more sophisticated way, like a professional photographer.
2.	You will add exposure to your photographer's tool belt and learn how it impacts many visual elements of your images.
3.	You will learn how to adjust your aperture and why you would choose one aperture over another.
4.	You will learn how to adjust your shutter speed and why you would choose one shutter speed over another.
5.	You will learn how all the modes (Auto, P, S, A and M) work and when you should be using each mode.
6.	You will learn to recognize the difference between depth-of-field blur and motion blur.
7.	You will start spending more time observing and capturing beautiful moments around you, rather than staring down at your camera feeling confused.

Syllabus

Unit No.	Title with Contents	No. of Lectures
Unit I.	BEYOND THE BASICSEXPLORING DIGITAL PHOTOGRAPHY	10
	1. Introduction	1
	2. Unit Objectives	
	3. The Exploration Stage	
	4. Past and Future of Digital Photography	
	5. Types of Cameras	1
	6. Digital and SLR Cameras	
	7. Choosing the Camera	1
	8. Using Buttons and Menus	

	9. Selection and Treatment	1
	10. Image Enhancement Operations	1
	11. Execution, Installation and Presentation	
	12. Exposure Modes	1
	13. Pictures in Low Lighting	
	14. Bright Background	1
	15. Bracketing	
	16. Installation of Different Image Editing Software	1
	17. Saving a File.	
	18. Presentation of Digital Images	1
Unit II.	DIGITAL PHOTOGRAPHY	15
	1. Introduction	
	2. Unit Objectives	
	3. Inside the Digital Camera	
	4. Image Sensor and Its Types	4
	5. Built-in Memory and Memory Cards	
	6. ISO Rating	
	7. Digital Camera +/-Button	
	8. White Balance	
	9. Digital Camera Aperture and Shutter Priority	
	10. Modes	
	11. Checking the Depth of a Field	3
	12. Self-Timer	
	13. LCD Preview	
	14. Advantages and Application of Digital	
	15. Photography	
	16. Uses of Digital Images	
	17. Principles of Digital Photography	
	18. LCD or the Viewfinder	2
	19. Replacement of an Auto-Focus Camera with a	
	20. Fixed-Focus Camera	
	21. Delay in the Shutter While Clicking Pictures	
	22. Camera Lens Cleaning	

	<ul style="list-style-type: none"> 25. Average Metering 26. Selecting the Metering Mode 27. Filters and Lenses 28. Filters 29. Optional Lenses 30. Polarizing Filter 31. Special Filters 32. Composition of a Good Photograph 33. Flash Types 	<p>4</p> <p>5</p>
Unit IV.	Managing digital assets	15
	<ul style="list-style-type: none"> 1. Introduction 2. Unit Objectives 3. Selecting Good Photo Opportunities 4. Managing Digital Cameras 5. Choose the Image File Format to Suit Your Needs 6. Set the Image Resolution and Compression Level 7. Control Your Camera's Light Sensitivity with the 8. ISO Setting 9. Improve Color with the White Balance Setting 10. Shoot Your Best from the Start 11. Pack for a Successful Shoot 12. Focusing Exposure Effects 13. Pick Good Light for Better Photos 14. Shoot Effectively in Bright Sun 15. Shoot in the Shade for Gentle Light 16. Take Advantage of the Golden Hour 17. Controlling Brightness. 18. Control Natural Light with a Diffuser 19. Open Harsh Shadows with Fill Flash 20. Illuminate Portraits with Window Light 21. Using Flash. 22. Use Bounce Flash for Better Indoor Lighting 23. Prevent Red Eye 	<p>5</p> <p>3</p> <p>2</p>

	24. Cleanliness, Precautions, and Image Printouts 25. Burning Movies to DVD and VCD 26. Competing DVD Recording Standards 27. VCDs 28. Recordable DVD Drives 29. Burn a DVD or VCD	5
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References:

1. The Digital Photography Book by Scott Kelby
2. Digital Photography Book, Part 2, The by Scott Kelby
3. The Digital Photography Book: Part 3 by Scott Kelby
4. How to Create Stunning Digital Photography by Tony Northrup
5. The Photographer's Eye Remastered 10th Anniversary: Composition and Design for Better Digital Photographs by Michael Freeman



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Certificate Course in Digital Photography

2021-22 (CBCS – Autonomy 21 Pattern)

Course/ Paper Title	Introduction to Entrepreneurship and soft skill
Course Code	21AUCC3DA103
Semester	1
No. of Credits	4

Aims & Objectives of the Course

Sr. No.	Objectives
1.	To introduce the fundamentals of entrepreneurship.
2.	To develop the ability to Understand the characteristics of the various forms of business organization
3.	To understand a structured approach towards being a successful entrepreneur.
4.	To develop a plan of launching a start-up.
5.	To develop business -solution model around the current problems
6.	To understand digital marketing as a tool for entrepreneurs.

Expected Course Specific Learning Outcomes

Sr. No.	Learning Outcome
1.	Explore various ideas and business models around the business idea.
2.	Plan the core components and elements required to start a successful start-up.

Syllabus

Unit No.	Title with Contents	No. of Lectures
Unit I.	Fundamentals of Entrepreneurship	3
	1. What is the mindset of an entrepreneur?	1
	2. Identifying a problem	
	3. Need Analysis	
	4. Sensing solution among the problems	1
	5. Developing the seed “The Idea”	
	6. Searching market moves & trend.	
	7. Understanding Creativity and Innovation	1
	8. Opportunity finding and taking the right approach.	
Unit II.	Develop the Plan for Startup	7
	1. Taking first steps to develop a business model. Selecting the right type for registering the business.	3
	2. Business Plan: concept, format.	1
	3. Components: Organizational plan; Operational plan; Production plan; Financial plan; Marketing plan; Human Resource planning	3
Unit III.	Branding & Marketing of Start-up	10
	1. Developing a brand around the idea.	1
	2. Branding, Logo, Tagline	1
	3. Copyright, trademark, and Patent for start-up	1
	4. Planning a strategy for promoting the start-up.	1
	5. The Art of negotiation and methods	1
	6. Customer Relationship Management	1
	7. Vendor Management	1
	8. Developing the minimum viable product.	1
	9. Sales and marketing plan	2
Unit IV.	Growing the Startups	10
	1. Lean startup growth	2
	2. Making a growth plan for the startup.	2
	3. Concept of Franchising the startup	2
	4. Mergers and Acquisition: Concept, reasons, types.	2

	5. Reasons for failure of Mergers and Acquisitions.	2
Unit V.	Cost, Expenses, Inventory and ROI	10
	1. Unit of Sale, Unit Cost for multiple products or services	2
	2. Break even Analysis for multiple products or services.	2
	3. Computation of Working Capital	2
	4. Inventory Control and EOQ	2
	5. Return on Investment (ROI) and Return on Equity (ROE)	2
Unit VI.	Resource Mobilization	5
	1. Capital Market- Primary and Secondary	1
	2. Stock Exchange- Concept, features, functions, and importance	1
	3. Securities and Exchange Board of India- History, establishment, powers	1
	4. Angel Investor: Features	1
	5. Venture Capital: Features, funding	1
Unit VII.	Digital Marketing as Marketing Tool	15
	1. What is Digital Marketing	3
	2. Growth of digital marketing	3
	3. Benefits of digital marketing	3
	4. Different digital marketing channels	3
	5. Setting up digital marketing budgets	3

References:

- 1 - Udyamita (in Hindi) by Dr. MMP. Akhouri and S.P Mishra, pub. By National Institute for Entrepreneurship and Small Business Development (NIESBUD), NSIC-PATC Campus, Okhla
- 2-Entrepreneurship development & management (English, Paperback, V. K. Joshi) Publisher: Jagdamba Publishing Company ISBN: 9789380280462, 9380280462

3-Entrepreneurship Paperback – 1 July 2020 by Rajeev Roy Publisher: OUP India; 3rd edition (1 July 2020) Language: English Paperback: 600 pages ISBN-10: 0190125306

4- Safalta ki 22 Chabiyaan (In Hindi) by Dr. Rishi Acharya pub. by Notion Press Chennai ISBN-10: 1947027514

Magazines

- Udyamita Samachar Patra (Monthly, Hindi), Pub. By Centre for Entrepreneurship Development, M.P. (CEDMAP), 60 Jail Road, Jhangerbad, Bhopal-462008.

- Science Tec. Entrepreneur (A Bi Monthly Publication), Centre for Entrepreneurship Development, M.P (CEDMAP), 60 Jail Road, Jhangerbad, Bhopal -462008



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Certificate Course in Digital Photography

2021-22 (CBCS – Autonomy 21 Pattern)

Course/ Paper Title	Practical course on Photographing People
Course Code	21AUCC3DA104
Semester	1
No. of Credits	4

Aims & Objectives of the Course

Sr. No.	Objectives
1.	Photography aesthetics of people (Male, females, couples, groups & child Photography) In studio and outdoor and available light

Expected Course Specific Learning Outcomes

Sr. No.	Learning Outcome
1.	You will learn how to take better portraits with any camera.
2.	Tips for improving your portrait, group, couples, groups & child photography.
3.	Edit your portraits, group, couples, groups & child to make them look stunning.
4.	Choose a better background and compose your subject.
5.	Feel confident interacting and posing your subject.

Guidelines:

Sr. No.	Objectives
1.	<p>Lab Book: The lab book is to be used as a hands-on resource, reference and record of assignment submission and completion by the student. The lab book contains the set of assignments which the student must complete as a part of this course.</p>
2.	<p>Submission: 1. Be comfortable that your submission falls in line with the assignment 2. Remember composition trading line and the role of third 3. You can Submit only 15 photographs per category in each assignment. 4. If your submission within 1600 by 1200 pixels using maximum quality 5. makes sure your photograph is submitted before midnight on the day of the deadline for that assignment 6. name your photo when you upload it on the Email.</p>
3.	<p>Assessment: Continuous assessment of laboratory work is to be done based on overall performance and lab assignments performance of students. Each lab assignment assessment will be assigned grade/marks based on parameters with appropriate weightage. Suggested parameters for overall assessment as well as each lab assignment assessment include- timely completion, performance, creativity</p>
4.	<p>Operating Environment: For Digital Photography Operating system: Windows 10 Software: Lightroom Equipment's: DSLR Camera, Lenses, Memory Card, Tripod or Monopod Artificial Light Source, Reflector</p>

Syllabus

Unit No.	Title with Contents	No. of Lectures
	Suggested List of Assignments:	90
	1. Filling the frame:	6
	2. 15 unique photographs in Assignment.	6
	3. Still life:	6
	4. One Object, Many Angles. 15 unique photographs in	

	Assignment	6
	5. People in their environment:	
	6. 15 unique photographs in Assignment.	6
	7. Position the eyes carefully in the frame.	
	8. 15 unique photographs in Assignment.	6
	9. Use textures in portrait.	
	10. 15 unique photographs in Assignment.	6
	11. Eyes, Hands, Feet close-ups shot.	
	12. 15 unique photographs in Assignment.	6
	13. Expectations and Attitude of child	6
	14. 15 unique photographs in Assignment.	6
	15. Photographing Different Age Groups: Newborn to five months, 5 months to 1 year, 1 to 2 years, 15 unique photographs in Assignment.	6

References:

Books: Laboratory handbook



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Certificate Course in Digital Photography
2021-22 (CBCS – Autonomy 21 Pattern)

Course/ Paper Title	Practical course on Product Photography
Course Code	21AUCC3DA105
Semester	1
No. of Credits	4

Aims & Objectives of the Course

Sr. No.	Objectives
1.	Product Photography Using Selective Focus Exposure affects you Images Controlling Brightness and Contrast Close up Photography

Expected Course Specific Learning Outcomes

Sr. No.	Learning Outcome
1.	Understand product photography
2.	Use selective focus
3.	Understand exposure and control brightness and contrast.
4.	Learn about the basics of close-up photography
5.	Learn about equipment used for close-up photography
6.	Learn about basics of flash photography

Guidelines:

Sr. No.	Objectives
1.	<p>Lab Book: The lab book is to be used as a hands-on resource, reference and record of assignment submission and completion by the student. The lab book contains the set of assignments which the student must complete as a part of this course.</p>
2.	<p>Submission: 1. Be comfortable that your submission falls in line with the assignment 2. Remember composition trading line and the role of third 3. You can Summit only 15 photographs per category in each assignment. 4. If your submission within 1600 by 1200 pixels using maximum quality 5. makes sure your photograph is submitted before midnight on the day of the deadline for that assignment 6. name your photo when you upload it on the Email.</p>
3.	<p>Assessment: Continuous assessment of laboratory work is to be done based on overall performance and lab assignments performance of students. Each lab assignment assessment will be assigned grade/marks based on parameters with appropriate weightage. Suggested parameters for overall assessment as well as each lab assignment assessment include- timely completion, performance, creativity</p>
4.	<p>Operating Environment: For Digital Photography Operating system: Windows 10 Software: Lightroom Equipment's: DSLR Camera, Lenses, Memory Card, Tripod or Monopod Artificial Light Source, Reflector</p>

Syllabus

Unit No.	Title with Contents	No. of Lectures
	Suggested List of Assignments:	90
	<p>Assignment 1. product photography using selective focus. 15 unique photographs in Assignment.</p>	23
	<p>Assignment 2.</p>	22

	<p>product photography using Flash: 15 unique photographs in Assignment</p> <p>Assignment 3.</p> <p>Close-Up and Macro Photography using Extension tube: 15 unique photographs in Assignment.</p> <p>Assignment 4.</p> <p>Position the eyes carefully in the frame. 15 unique photographs in Assignment.</p>	<p>23</p> <p>22</p>
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References:

Books: Laboratory handbook



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NAAC accredited 'A' Grade.

Certificate Course in Digital Photography
2021-22 (CBCS – Autonomy 21 Pattern)

Course/ Paper Title	Practical course on Action and Sports Photography
Course Code	21AUCC3DA106
Semester	1
No. of Credits	4

Aims & Objectives of the Course

Sr. No.	Objectives
1.	Action and Sports Photography to capture the action, in different ways, to know the game first, Selecting the equipment according to the game. (Use of various zoom and tele lenses and tripods)

Expected Course Specific Learning Outcomes

Sr. No.	Learning Outcome
1.	Understand the basics of action and sports photography techniques
2.	Explain the nature of games
3.	Select the equipment according to the game
4.	Use the various zoom and tele lenses
5.	Understand the various types of tripods

Guidelines:

Sr. No.	Objectives
1.	<p>Lab Book: The lab book is to be used as a hands-on resource, reference and record of assignment submission and completion by the student. The lab book contains the set of assignments which the student must complete as a part of this course.</p>
2.	<p>Submission:</p> <ol style="list-style-type: none"> 1. Be comfortable that your submission falls in line with the assignment 2. Remember composition trading line and the role of third 3. You can Summit only 15 photographs per category in each assignment. 4. If your submission within 1600 by 1200 pixels using maximum quality 5. makes sure your photograph is submitted before midnight on the day of the deadline for that assignment 6. name your photo when you upload it on the Email.
3.	<p>Assessment: Continuous assessment of laboratory work is to be done based on overall performance and lab assignments performance of students. Each lab assignment assessment will be assigned grade/marks based on parameters with appropriate weightage. Suggested parameters for overall assessment as well as each lab assignment assessment include- timely completion, performance, creativity</p>
4.	<p>Operating Environment: For Digital Photography Operating system: Windows 10 Software: Lightroom Equipment's: DSLR Camera, Lenses, Memory Card, Tripod or Monopod Artificial Light Source, Reflector</p>

Unit No.	Title with Contents	No. of Lectures
	Suggested List of Assignments:	90
	<p>Assignment 1. Any sport event -Using 'Shutter 'Speed' To Freeze Action 15 unique photographs in Assignment.</p> <p>Assignment 2. STOPPING MOTION: 2 unique stop motions in Assignment</p> <p>Assignment 3. PANNING WITH THE MOTION: Take 4 photos where the panning suggests fast motion – follow your subject to blur the background but keep your subject in focus.</p> <p>Assignment 4. : BLURRED ACTION Take 4 photos of objects in motion that are blurred, but still recognizable.</p>	<p>23</p> <p>22</p> <p>23</p> <p>22</p>

References:

Books: Laboratory handbook