

**SYLLABUS STRUCTURE  
FOR  
ADVANCE DIPLOMA IN  
PHOTOGRAPHY & VIDEOGRAPHY**

**SHIVAJI UNIVERSITY,  
KOLHAPUR**



**B.Voc in**

**Photography & Videography**

**Syllabus**

*For*

**B. Voc. Part-II (Advance Diploma)**

**Advance Diploma in Photography & Videography**

**(To be implemented from Academic Year 2021-2022 onwards)**



# SHIVAJI UNIVERSITY, KOLHAPUR

## PROPOSED STRUCTURE AND SYLLABUS (SEMESTER PATTERN )

### Bachelor of vocation [B.voc] Part II – PHOTOGRAPHY

**1. TITLE :** B.voc - Part II Advance Diploma in PHOTOGRAPHY & VIDEOGRAPHY  
Syllabus ( Semester Pattern )

**2. YEAR OF IMPLEMENTATION :** Syllabus will be implemented from year 2020 – 2021

**3. DURATION :** B.voc Part I- Diploma  
B.voc part II – Advance Diploma  
B.voc part III – degree

**4. PATTERN OF EXAMINATION :** Semester Pattern

• Theory Examination – At the end of semester as per Shivaji University Rules

• Practical Examination –

i) In the 1<sup>st</sup>, 3<sup>rd</sup> and 5<sup>th</sup> semester of B. Voc. there will be internal assessment of practical record, related report submission and project reports.

ii) In the second semester of B. Voc. I there will be internal practical examination.

iii) In the 4<sup>th</sup> and 6<sup>th</sup> semester of B. Voc. There will be external practical examination at the end of the semester.

**5. MEDIUM OF INSTRUCTION:** English / Marathi

**6. STRUCTURE OF COURSE :** B.voc Part – I

Two Semester Per Year

Two General Papers per year / semester

Three Vocational Papers per Year / Semester

Three Practical papers per Year / Semester

One Project / Industry Visit/ Study Tour / Survey

## **7. SCHEME OF EXAMINATION :**

### **A) THEORY –**

the each semester.

marks and all the vocational theory papers shall carry 50 marks.

in theory shall be on the basis of semester examination as mentioned above.

Question paper will be set in the view of entire syllabus preferably covering each unit of the syllabus.

Nature of question paper for Theory examination ( excluding Business

- The theory examination shall be at the end of
- All the general theory papers shall carry 40
- Evaluation of the performance of the students

Communication paper )–

i. There will be seven questions carrying equal marks.

questions.

internal choice ( Two out of Three )

questions

out of Three )

ii. Students will have to solve any five

Q. No. 1 : Short answer type question with

Q. No. 2 to Q. No. 6 : Long answer type

Q. No. 7 : Short Notes with internal choice (Two

### **B ) PRACTICAL :**

Evaluation of the performance of the students in practical shall be on the basis of semester examination ( Internal assessment at the end of the year)

## **8. STANDARD OF PASSING –**

As per the guidelines and rules B.voc [ attached separately – Annexure I ]

## 9. STRUCTURE OF THE COURSE :

### B.voc Part –II (Advance Diploma) Semester –III

Sr.No	Paper No.	Title	Theory/ Practical/ Project	Marks (Total)	Theory	Practical
19	XIX	Financial Accounting I	Theory	50	40	10
20	XX	Advance Photography	Theory	50	50	-
21	XXI	Basics of videography	Theory	50	50	-
22	XXII	Post processing photo	Theory	50	50	-
23	XXIII	Event photography I	Theory	50	50	-
24	XXIV	Laboratory Work Paper No. III	Practical	50	-	50
25	XXV	Laboratory Work Paper No. IV	Practical	50	-	50
26	XXVI	Laboratory Work Paper No. V	Practical	50	-	50
27	XXVII	Project	Practical	50	-	50

**B.voc Part –II ( Advance Diploma) Semester –IV**

<b>Sr.No</b>	<b>Paper No.</b>	<b>Title</b>	<b>Theory/ Practical/ Project</b>	<b>Marks (Total)</b>	<b>Theory</b>	<b>Practical</b>
1	X	Financial Accounting II	Theory	50	40	10
2	XI	Commercial Photography I	Theory	50	50	-
3	XII	Commercial Videography I	Theory	50	50	-
4	XIII	Basic of Video software	Theory	50	50	-
5	XIV	Event photography II	Theory	50	50	-
6	XV	Laboratory Work Paper No. XII	Practical	50	-	50
7	XVI	Laboratory Work Paper No. XIII	Practical	50	-	50
8	XVII	Laboratory Work Paper No. XIV	Practical	50	-	50
9	XVIII	Project	Practical	50	-	50

## 10. SCHEME OF TEACHING :

### B.voc Part –II (Advance Diploma) Semester –III

Sr.No	Paper No	Title	Distrubution Of Workload		
			Theory	Practical	Total
19	XIX	Financial Accounting I	4	2	6
20	XX	Advance Photography	4	2	6
21	XXI	Basic of Videography	4	-	4
22	XXII	Post processing of Photo	4	-	4
23	XXIII	Event photography I	4	-	4
24	XXIV	Laboratory Work Paper No. III	-	4	4
25	XXV	Laboratory Work Paper No. IV	-	4	4
26	XXVI	Laboratory Work Paper No. V	-	4	4
27	XXVII	Project	-	-	-
			20	16	36



### B.voc Part –II (Advance Diploma) Semester –IV

Sr.No	Paper No	Title	Distrubution Of Workload		
			Theory	Practical	Total
28	XIX	Financial Accounting II	4	2	6
29	XX	Commercial Photography I	4	2	6
30	XII	Commercial Videography I	4	-	4
31	XIII	Basic of Video software	4	-	4
32	XIV	Event photography II	4	-	4
33	XV	Laboratory Work Paper No. XII	-	4	4
34	XXV	Laboratory Work Paper No. XIII	-	4	4
35	XXVI	Laboratory Work Paper No. XIV	-	4	4
36	XXVIII	Industrial Visit	-	-	-
			20	16	36

**11. Eligibility for Admission :** 10 + 2 from any faculty or equivalent Diploma / Advanced Diploma in any related stream.

#### **Eligibility for Faculty :**

Below qualified teachers are eligible for Diploma in Photography :

- Any Graduate
- GD Art
- Advance Diploma in Photography
- Advance Diploma in Videography
- Degree in Photography
- Degree in Videography

**Eligibility for Lab Assistant :** Graduation with related field

**12. Staffing Pattern :**

**Teaching :** In the 1<sup>st</sup> year of CC. – One Full Time  
One C. H. B. for Business Communication

**Lab. Assistant :** For 1<sup>st</sup> Year of CC. – 1 Part Time

For 2<sup>nd</sup> year of B. Voc. – One Full Time  
One C. H. B. for Accountancy

For 3<sup>rd</sup> year of B. Voc. – One Full Time  
One C. H. B.

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## Paper – XIX

### FUNDAMENTALS OF FINANCIAL ACCOUNTING – I

**Total Workload :** 06 lectures per week of 60 mins.

**Distribution of Workload :**

**Theory :** 04 lectures per week

**Practical:** 02 lectures per week per batch of 20 students

**Units Prescribed for Theory:** 40 Marks.

**OBJECTIVE :**

To impart basic accounting knowledge as applicable to business.

**COURSE CONTENT :**

**Unit I : Introduction to Accounting**

Meaning, Nature and Advantages of Accounting, Branches of Accounting, Accounting Concepts and Conventions, Types of Accounts, Rules of journalizing, Source Documents – Cash Voucher, Petty Cash Voucher, Cash Memo – Receipts, Debit Notes, Credit Note, Paying Slips, Withdrawals, Cheque

**Unit II : Journal and Ledger**

Preparation of Journal entries and Ledger accounts – Subsidiary Books - Purchase Book, Purchase Return Book, Sales Book, Sales Return Book, Cash Book, Bills Receivable Book, Bills Payable Book, Journal Proper

**Unit III: Depreciation**

Meaning, Methods – Straight Line Method – Reducing Balance Method, Change in Depreciation Method.

**Unit IV: Final Accounts**

Preparation of Trial Balance, Preparation of Final Accounts of Sole Traders and partnership firms

**PRACTICAL :**

- 1) Preparation of Journal entries and Ledger accounts
- 2) Preparation of subsidiary books
- 3) Preparation of Trial Balance
- 4) Practical problems on Final Accounts of sole traders and partnership firms
- 5) Practical problems on methods of depreciation

**Scheme of Internal Practical Evaluation**

**10 Marks**

- 1) Submission of Record Book
- 2) Viva – Voce

5 Marks

5 Marks

**REFERENCE BOOKS :**

- 1) Advanced Accountancy – M.C. Shukla and T.S. Garewal.
- 2) Advanced Accountancy – S.C. Jain and K. L. Narang
- 3) Advanced Accountancy – S.M. Shukla.
- 4) Advanced Accountancy – S. N. Maheshwari.
- 5) Advanced Accountancy – R. L. Gupta.

**B.voc . Part-II**  
**Advance Photography**  
**Semester –III Paper: XX**

**Total Workload:** 06 lectures per week of 50 mins.

**Distribution of Workload:**

**Theory:** 04 lectures per week

**Practical:** 02 lectures per week per batch of 20 students

**A ) Units Prescribed for Theory: (50 marks)**

**Unit 1 :Balance**

**Topics :**

Balance is used to illustrate the visual weight of an image. It can either unite a photograph or create division. A carefully balanced image lends a sense of stability to a photograph. An unbalanced image creates disunity or unrest.

- [Symmetry](#) – both sides of an image reflect the same subject matter, like a mirror image.
- [Asymmetry](#) – contrasting elements balance the image. For example, a highly textured surface on one side of an image, counterbalanced by a smooth, matte surface on the other.
- [Radial balance symmetry](#) – elements spaced equally around a central point, like spokes on a wheel.

**Unit 2 :phythm**

In many ways, composition in music is very similar to composition in photography. The photographic concept of rhythm borrows heavily from music theory.

Just like a musician reading the notes on a sheet of music, subjects in a space regulate the way we view a photograph.

The rhythm dictates the recurring or organized/disorganized distribution of visual elements throughout an image.

**Unit 3 :Arrengement and pattern**

The pattern makes sense of the visual world through regularity. From man-made objects to organic material and abstraction.

Elements of design can be organized in a predictable manner to form a pattern. Put simply, patterns are repetitions of the elements of art and design. These work in unison within a single frame.

The [human eye](#) is calibrated to seek out patterns. This can evoke surprising emotional reactions from a viewer.

Patterns are an active principle of art and design, they lift an image off the page. Incorporating pattern into your photography is as much about exploring as it is about photographic technique

#### **Unit 4 :Contrast in image**

Contrast is created when two or more opposing elements are present in a photograph. Light against dark, warm against cool.

But contrast includes physical elements too. The texture is another way to utilize the principle of [contrast in photography](#). Including two or more textures in a photograph not only introduces tactility, but it also creates a sense of place.

A round [water droplet](#) resting on the fuzzy tendrils of a plant is an example of a textually contrasting subject matter.

Contrasting subject matter brings the narrative to a photograph. You can also try [juxtaposing](#) attributes like sharpness and softness, old and new or curved and straight.

#### **(B) Practicals (Based on the above Units) :**

1. Visit to Industry/ Retail Mall
2. Oral / Seminar

#### **Text Books/Reference Books/ Other Books/E-material/Paper**

<b>Sr. No</b>	<b>Title</b>	<b>Author</b>	<b>Publisher</b>	<b>Edition</b>	<b>Year of Edition</b>
1	Digital Photography	Dr. JitendraKater	Generic-2011	-	2015
2	Digital Photography- Camera & Photography	Dr. JitendraKater	Generic-2011	-	2015
3	Western Maharashtra	Raman Kulkarni	Maharashtra Ecotourism Development Board, Nagpur		2018
4	The Beginner Photography Guide	D.K.	Dorling Kindersley ltd.	-	2016

**B.voc . Part-II**  
**Basic of videography**  
**Semester –III Paper: XXI**

**Total Workload:** 06 lectures per week of 50 mins. (45 Lectures)

**Distribution of Workload:**

**Theory:** 04 lectures per week

**Practical:** 02 lectures per week per batch of 20 students

**A ) Units Prescribed for Theory: (50 Marks)**

**Unit 1 : Lighting Basics in movingframes**

**Topics:**

- Nature of light Light in photography **refers to how the light source, natural or artificial and how the position of light source relates to your subject.** The position and quality of light can affect any number of things in your final image, from clarity to tone to emotion and so much
- Different properties of lights –it base of two type hard light and soft light
- Different instruments of lights – natural light and created artificial lights

**Unit 2 : close up Lighting for videography**

**Topics:**

- Creative lighting introduction **Photography** originated from a chemical reaction that occurred when **light** hit ... **photographers** can also get **creative** with the source of their **light** using ...
- The basic principles of Light reflection and their intensity .– it a technical part of light
- Split light, loop light, Rembrandt light, butterfly lighting - advance light for basic use

**Unit 3 :videography Instrument**

**Topics:Here are a few important pieces of videography equipment to consider:**

Video camera. A video camera is the basis of your videography equipment. ...

Tripod. A tripod is a piece of equipment that keeps your camera sturdy when filming. ...

Camera lighting. ...

Microphone. ...

Audio cables. ...

Headphones. ...

Lenses. ...

Batteries.

## **Unit 4 :Arrangement of light in videography**

### **Topics**

Step 1: Prepare for the shoot. It's always a good idea to look around your location ahead of time. ...

Step 2: Choose a lighting type. Video lighting on a budget. ...

Step 3: Set up 3-point lighting. ...

Step 4: Choose your light color temperature. ...

Step 5: Look out for glare.

### **(B) Practicals (Based on the above Units) :**

1. Visit to Industry/ Retail Mall
2. Oral / Seminar

### **Text Books/Reference Books/ Other Books/E-material/Paper**

<b>Sr. No</b>	<b>Title</b>	<b>Author</b>	<b>Publisher</b>	<b>Edition</b>	<b>Year of Edition</b>
1	On Photography	Susan Sontag	Farrar, Straus and Giroux	-	1977
2	Handbook of Photography	Cengage Learning	Thompson Delmar Learning		2006
3	Painting With Light	John Alton	Pearson Education	-	2008
4	"Principles of Compiler Design"	Alfred V Aho	Narosa Publishing House	-	2002



**B.voc Part-II**  
**Post crossing photo**  
**Semester –III Paper: XXI**

**Total Workload:** 06 lectures per week of 50 mins. (45 Lectures)

**Distribution of Workload:**

**Theory:** 04 lectures per week

**Practical:** 02 lectures per week per batch of 20 students

**A) Units Prescribed for Theory: (50 Marks)**

**Unit 1: History of Photoshop**

**Topics:**

**Introduction of photoshop**Photoshop is a photo-editing software. It is a popular image changing software package. It was developed in 1987 by the American brothers ...

**Need of editing** Adobe Photoshop is a critical tool for designers, web developers, graphic artists, photographers, and creative professionals. It is widely used for **image editing, retouching, creating image compositions, website mockups, and adding affects**

Photoshop was originally conceived as a subset of the popular design software [Adobe Illustrator](#), and Adobe expected to sell a modest several hundred copies per month. Expectations for Photoshop's success were tempered by concerns over the capabilities of [personal computers](#) (PCs) in the early 1990s to run the program because it required more [computer memory](#) than most PCs came with or even, in some cases, than could be installed. Nevertheless, the software sold well, driving sales of newer PCs with more memory and becoming known as one of the first "killer apps" (an application that influences [hardware](#) sales). Photoshop became [integral](#) to many [diverse](#) industries, including publishing, Web design, medicine, film, advertising, engineering, and architecture.

**Unit 2: product photo editing**

**Topics:**

Remove the Background. Removing the background is one of the most common product photo editing actions. ...

Remove Blemishes. ...

Color Correct. ...

Batch Process. ...

Change Colors. ...

Increase Sharpness. ...

Add Shadows. ...

Remove Reflections.

**Unit 3: Creating Document**

**Topics:**

Use basic Tools

Default key board shortcuts

Menu bar

#### Unit 4: light room software

**Topics:** Easily Move Between **Lightroom**, Photoshop & Photoshop On iPad To Perfect Your Photos. Take Your Photos To The Next Level With New Features & Tutorials For All Levels. Join! Free trial downloads. Step-by-step tutorials. Up to 100GB of storage. [Color correction in deep study ]

- Filters
- Define brush
- Colors pixel
- Ground

#### (B) Practicals (Based on the above Units) :

1. Visit to Industry/ Retail Mall
2. Oral / Semina

Sr. No	Title	Author	Publisher	Edition	Year of Edition
1	Sampurn Photoshop	SouSujataAthavale, NarendraAthavale	-	-	2016
2	Photoshop for Lightroom User	Scott Kelvy	-	-	2013
3	Master In Photoshop	Solition web tech. Inc.	Khanna Publisher	-	-
4	Professional Video Editing with Keyboard Shortcuts	Books UC	Createspace Independent Publishing Platform	-	2010
5	Editing Digital Video PAP/CDR Edition	Goodman Robert	McGraw-Hill Education – Europe	-	2008
6	Editing Digital Film	Fowler Jaime	Taylor & Francis Ltd	-	2000
7	Video Field Production and Editing	Compesi Ronald J.	Taylor & Francis Ltd	-	2009
8	Final Cut Express HD 3.5 Editing Workshop	<a href="#">Wolsky Tom</a>	Taylor & Francis Ltd	-	2012

## **B.voc . Part-II**

### **Paper V: Event photography I**

### **Semester –III**

**Total Workload:** 06 lectures per week of 50 mins. **(45 Lectures)**

**Distribution of Workload:**

**Theory:** 04 lectures per week

**Practical:** 02 lectures per week per batch of 20 students

#### **A) Units Prescribed for Theory: (50 Marks)**

#### **Unite 1 :types of event photography**

**Topics:**Wedding Photography.

Event Photography.

Portrait Photography.

architectural Photography.

Travel Photography.

An event photographer specializes in taking pictures of large-scale or important events, such as weddings, corporate meetings, athletic competitions, or shows. The goal of an event photographer is **to catch the feeling and highlights of gatherings, either for the promotional or personal use of the client.**

#### **Unite 2 :pre – wedding photography**

**Topics:**A pre-wedding shoot **takes place any time before a couple's wedding date**—even the day before! These sessions are not focused on ring shots, proposal recreations, or getting a picture for a newspaper announcement.

pre-wedding shoot sounds fancy and a lot of couples think it is unnecessary and expensive too. But the truth is, a pre-wedding photo shoot has a number of perks that will help you. Here are some of the key benefits of choosing a pre-wedding photography.

#### **Unite 3 :wedding photography**

**Topics:**

Wedding photography is **a specialty in photography that is primarily focused on the photography of events and activities relating to weddings.**

**What is it about a professional wedding photographer that makes the investment so worthwhile?! Your wedding day is the chance for an infinite amount of happy memories to be made, and the opportunity for photographs to be taken that will tell tales for years to come. They aren't just images which you, as a couple, will cherish either; as they become passed down through generations**

## Unite 4 : movement photography

### Topics: aspects in live movement photography

We tend to remember to take photos on the big occasions – birthdays, holidays, vacations – and neglect the daily moments, the small chores that take up most of our time with our children.

Start taking your camera out to document the little daily tasks that don't seem so important now. Photograph bath time and mealtime, drawing pictures, playing with dolls, snuggling in bed – moments in your day that might seem mundane now, but that you will want to remember as your kids grow and change.

Timing is most important aspect in event photography

### Text Books/Reference Books/ Other Books/E-material/Paper

Sr. No	Title	Author	Publisher	Edition	Year of Edition
1	Digital Photography	Dr. JitendraKater	Generic-2011	-	2015
2	Digital Photography-Camera & Photography	Dr. JitendraKater	Generic-2011	-	2015
3	Western Maharashtra	Raman Kulkarni	Maharashtra Ecotourism Development Board, Nagpur		2018
4	The Beginner Photography Guide	D.K.	Dorling Kindersley ltd.	-	2016

**FOR PAPER NO. – VI**

**Laboratory Work –Paper . XXI**

**Total Marks – 50 Practical : 4 lectures / week/per  
batch**

**Practicals :**

- **Frame Management**
- **Identify 5 Light**
- **Product shoot outdoor**

**FOR PAPER NO. – VII**

**Laboratory Work –Paper XXII**

**Total Marks – 50 Practical : 4 lectures / week/per  
batch**

**Practical :**

- **Use of Mode of camera**
- **Studio Technique**
- **Editing Tools**

**FOR PAPER NO. – XXIII**

**Laboratory Work – Paper No. XXIII**

**Total Marks – 50 Practical : 4 lectures / week/per  
batch**

**Practical :**

- **External Editing Sources**
- **Creativity for product shoot**

**Internal practical evaluation 50 marks**

i) Submission of practical record book =20 marks

ii) Submission of visit report =15 marks

iii) Viva-voce 15 =marks

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**B.voc Part-II**  
**Paper XXVIII: Financial Accounting -II**  
**Semester –IV**

**Total Workload: 06 lectures per week of 50 mins. (45 Lectures)**

**Distribution of Workload:**

**Theory:** 04 lectures per week

**Practical:** 02 lectures per week per batch of 20 students

**Units Prescribed for Theory: (50Marks)**

**Unit I            Computerized Accounting System**

Introduction – Concept – Components –Features - Importance and Utilization of Computerized Accounting System.

**Unit II Computer Application through Accounting Package Tally**

Creation of Company, Group, Ledger Accounts, Feeding of Accounting Data Receipts, Payments, Purchase, Sale, Contra, Journal, Credit Note and Debit Note Inventory Information – Groups, Items and Valuation.  
Generation of various Accounting Reports.

**Unit III         Accounts of Professionals**

Preparation of Receipts and Payment Account – Income and Expenditure Account and Balance Sheets of Non Profit Organization.

**Unit IV         Single Entry System**

Conversion of Single Entry System into Double Entry System.

**PRACTICAL :**

1. Understanding computerized accounting practices applied in different retail malls in and around Kolhapur city
2. Practical problems based on computerized accounting using Tally
3. Practical problems on preparation of Receipts and Payment Account
4. Preparation of Income and Expenditure account and Balance Sheet of Non-profit making organizations
5. Solving the problems on conversion of Single Entry system into Double entry system.
6. Oral / Seminar

**REFERENCE BOOKS :**

1. Advanced Accountancy, M. C. Shukla and T. S. Garewal.
2. Advanced Accountancy, S.C. Jain and K. L. Narang.
3. Advanced Accountancy, S.N. Maheshwari.
4. Theory and practice of Computer Accounting, RajanChougule and DhavalChougule.

**WEB SITES :**

- 1) [www.nos.org](http://www.nos.org)
- 2) [www.wiki.answers.com](http://www.wiki.answers.com)
- 3) [Chow.com](http://Chow.com)

**Scheme of External Practical Examination**

- 1) Submission of Record book
- 2) Viva – Voce

**10 marks**

5 marks

5 marks



**B.voc . Part-II**  
**Paper XXIX:commercial Photography I**  
**Semester –IV**

**Total Workload: 06 lectures per week of 50 mins. (45 Lectures)**

**Distribution of Workload:**

**Theory:** 04 lectures per week

**Practical:** 02 lectures per week per batch of 20 students

**A) Units Prescribed for Theory: (50Marks)**

**Unit 1 :food photography**

- **Topics:** Understand the business aspects of food photography, including food styling, pricing, negotiation, marketing, and copyrights
- Shoot on a budget with a point-and-shoot camera or a smartphone
- Prepare for your shoot and organize your materials
- Learn food styling for various types of food, from soup to pastry
- Write about food and create a blog

**Unit 2: sports photography**

**Topics:** Sports photography is **the capture of sports, games, exercises, and other activities through photography**. The word “sports photography” encompasses a wide range of activities. It has a connection to photojournalism as well as vernacular (everyday life) photography.

**Unit 3 : photography**

**Topics:** interior photography is **the practice of taking photos of indoor spaces—from rooms to pieces of furniture**. Knowing how to shoot an interior is essential for a wide number of fields, including real estate photography, architectural photography, and interior design photography.

Use of Wide angle lens in interior photography

**Unit 4 :Advertisement photography**

**Topics:**

What is Advertising Photography? Good advertising photography **persuades you to purchase something that you don't really need**. It works by putting products, goods or services in front of an audience, and then convincing them to be interested.

Advertising photography can be a challenging field to get into. As a photographer, you not only have to be highly adept at different visual styles but also have a comprehensive understanding of the client's tastes and preferences.

The right use of photography can tie an entire advertising campaign together. Branding and advertising are all about the first impression and photographs are a great way of grabbing the

audience's attention. You can send 500 emails a day but one stunning advertising photo on Instagram can blow everything else out of the water.

**(B) Practicals (Based on the above Units) :**

1. Visit to Industry/ Retail Mall
2. Oral / Seminar

**Text Books/Reference Books/ Other Books/E-material/Paper**

<b>Sr. No</b>	<b>Title</b>	<b>Author</b>	<b>Publisher</b>	<b>Edition</b>	<b>Year of Edition</b>
1	Digital Photography	Dr. JitendraKater	Generic-2011	-	2015
2	Digital Photography-Camera & Photography	Dr. JitendraKater	Generic-2011	-	2015
3	Western Maharashtra	Raman Kulkarni	Maharashtra Ecotourism Development Board, Nagpur		2018
4	The Beginner Photography Guide	D.K.	Dorling Kindersley ltd.	-	2016

**B.voc . Part-II**  
**Paper XXX:commercial videography - I**  
**Semester –IV**

**Total Workload: 06 lectures per week of 50 mins. (45 Lectures)**

**Distribution of Workload:**

**Theory:** 04 lectures per week

**Practical:** 02 lectures per week per batch of 20 students

**A) Units Prescribed for Theory: (50Marks)**

**Unit 1 : Introduction to commercial video**

**Topics:**A commercial video production is a **short-form video that briefly describes your product, service or brand promise**. Their intent is to build up brand loyalty and inspire a call to action. The lines have blurred for commercial distribution, with many now being featured on the web in addition to traditional television.

**Unit 2 :pre – production for video**

**Topics:**

Pre-production is essential in the filmmaking process, because without proper planning, your production could run over time, the film could go over budget, or you could find yourself in the editing room with missing content. Some even say, “Production *is* pre-production.” Whether its storyboarding, location scouting, or budgeting, each of the steps below plays a crucial role in the success of your project.

**Unit 3: Understanding Key Light in video**

**Topics:**

- **High key photoshoot**High key photography is a **style of photography that uses unusually bright lighting to reduce or completely blow out dark shadows in the image**. High key shots usually lack dark tones and the high key look is generally thought of as positive and upbeat
- **Low key photoshoot**ow key is the art lowering the exposure to create more shadows while creatively concealing and revealing details. The one thing we particularly like about low ..

**Unit 4 :mass media in video production**

**Topics:**

**Mass media** refers to a diverse array of [media technologies](#) that reach a large audience via [mass communication](#). The technologies through which this communication takes place include a variety of outlets.

[Broadcast media](#) transmit information electronically via media such as [films](#), [radio](#), recorded music, or [television](#). [Digital media](#) comprises both [Internet](#) and [mobile](#) mass communication. [Internet](#) media comprise such services as [email](#), [social media](#) sites, [websites](#), and Internet-based radio and television. Many other mass media outlets have an additional presence on the web, by such means as linking to or running TV ads online, or distributing [QR codes](#) in outdoor or print media to direct mobile users to a website. In this way, they can use the easy accessibility and outreach capabilities the Internet affords, as thereby easily broadcast information throughout many different regions of the world simultaneously and cost-efficiently.

## Story writing and shooting

Even if **writing** short **stories** isn't your preferred medium, there's a lot to gain from mastering them. In this **vide**

### **(B) Practicals (Based on the above Units) :**

1. Visit to Industry/ Retail Mall
2. Oral / Seminar

### **Text Books/Reference Books/ Other Books/E-material/Paper**

<b>No</b>	<b>Title</b>	<b>Author</b>	<b>Publisher</b>	<b>Edition</b>	<b>Year of Edition</b>
1	Digital Photography	Dr. JitendraKater	Generic-2011	-	2015
2	Digital Photography- Camera & Photography	Dr. JitendraKater	Generic-2011	-	2015
3	Western Maharashtra	Raman Kulkarni	Maharashtra Ecotourism Development Board, Nagpur		2018
4	The Beginner Photography Guide	D.K.	Dorling Kindersley ltd.	-	2016

## **B.voc Part-II**

### **Paper XXXI:Basics of video Software's Semester –IV**

**Total Workload: 06 lectures per week of 50 mins. (45 Lectures)**

#### **Distribution of Workload:**

**Theory:** 04 lectures per week

**Practical:** 02 lectures per week per batch of 20 students

#### **A) Units Prescribed for Theory: (50Marks)**

##### **Unit 1: introduction video editing**

###### **Topics:**

Video editing is important because **it is the key to blending images and sounds to make us feel emotionally connected and sometimes truly there in the film we're watching.** It's a safe assumption to say that video editing is among the most important jobs in the film industry.

##### **Unit 2: types of softwares**

###### **Topics:**

- Final cut pro
- Adobe premier pro
- Femora

##### **Unit 3 :video cutting**

###### **Topics:**

- In video editing, one of the most common and most effective ways to achieve the perfect flow is through cuts. Cutting in and of itself is not difficult: you choose a start and end time and there you go, it's gone. But that's not all that goes into a cut. To make your video's flow ideal, you have to cut shots at the perfect time. Timing is critical! Cut it too soon and you end up with a sudden stop that the audience was not expecting. Cut it too late and you end up with a shot that seems to drag on forever.

##### **Unit 4: sound editing**

###### **Topics:**

What the first thing is that comes to mind when you hear the word "editing"? I'm going to guess you didn't answer with sounds and voice-overs. Everyone thinks of video editing as the visual part. Although this is true, it's not the whole story. Editing a film so that the pictures flow does not necessarily mean the audio flows as well. Adjusting volumes levels and synchronizing audio clips with video clips can be anything but a walk in the park; however, it can also make your film exactly as it was intended. Sound editing is how your film can set the mood and evoke emotions from your audience. Replacing a sound track with another, unintended one can really open your eyes to what it is sound editing truly does for us. To drive the point of sound editing and choices of sounds home, take a looking video editing

**(B) Practicals (Based on the above Units) :**

1. Visit to Industry/ Retail Mall
2. Oral / Seminar

**Text Books/Reference Books/ Other Books/E-material/Paper**

<b>No</b>	<b>Title</b>	<b>Author</b>	<b>Publisher</b>	<b>Edition</b>	<b>Year of Edition</b>
1	Sampurn Photoshop	SouSujataAthavale, NarendraAthavale	-	-	2016
2	Photoshop for Lightroom User	Scott Kely	-	-	2013
3	Master In Photoshop	Solition web tech. Inc.	Khanna Publisher	-	-

## **B.voc Part-II**

### **Paper XXXII: Eventphotograohy II**

#### **Semester –IV**

**Total Workload: 06 lectures per week of 50 mins. (45 Lectures)**

#### **Distribution of Workload:**

**Theory:** 04 lectures per week

**Practical:** 02 lectures per week per batch of 20 students

#### **A) Units Prescribed for Theory: (50Marks)**

##### **Unit 1 :**The basics of Event Photography

Eventphotography is a generic term used to describe any on-location shoot where you are hired to capture images of a group of people. Everything from weddings and concerts to corporate events and retreats falls under this label. Sometimes the job will include posed photos, but most of the time, the images are going to be photojournalistic. The very nature of events means that as a photographer, you have to be flexible in your event photography techniques.

- Understanding the basics of digital photography
- The difference between all the major branches of photography
- File types (RAW and JPEG)
- White balance
- The exposure triangle – Aperture, shutter speed and ISO

##### **Unite 2 :** Framing and composition

Framing refers to using elements of a scene to create a frame within your frame. For example, you might shoot through a doorway, pull back curtains, branches, fences, tunnels, or arches to highlight your subject focus. With this composition, you can create depth in a photo and makes it more interesting.

- Model Placement and pose setting
- Rule of Thirds
- Focus
- Depth of Field
- Perspective and Angle
- Focal length, Lens compression and depth of field

### **Unite 3 :Preparation for Mixing event video**

**Topics:**What is video mixing? Similar to video editing, video mixing is **the process of cutting different audio and video files together to create one video.**

- White Balancing
- Exposure Control
- Action
- Plug-in
- Filter
- Pallets
- Masking
- Blending option
- Nik Collection

### **Unite 4: Outputs in event videography**

**Topics:**When talking about digital cameras and cam-corders the 'video-out' is **a graphics connection which allows a video signal to be output from the camera via a cable to an external piece of viewing or recording equipment.** A video-out port will output a video signal in a number of formats including NTSC, PAL, and HDMI.

- HDR
- Photo merge
- Black & White to Color
- Colour Lookup
- Hue/ Saturation
- Level, Curves, Contrast, Brightness
- Highlights & Shadow
- Blending Modes
- Adjustment Layers

### **(B) Practicals (Based on the above Units) :**

1. Visit to Industry/ Retail Mall
2. Oral / Seminar



**Text Books/Reference Books/ Other Books/E-material/Paper**

<b>Sr. No</b>	<b>Title</b>	<b>Author</b>	<b>Publisher</b>	<b>Edition</b>	<b>Year of Edition</b>
1	Editing Digital Video	Goodman Robert	McGraw-Hill Education - Europe	-	1999
	Professional Video Editing with Keyboard Shortcuts	Books U C	Createspace Independent Publishing Platform	-	2018
	Film and Video Editing	Crittenden Roger	Taylor & Francis Ltd	-	2019
	Video Field Production and Editing	Compesi Ronald J.	Taylor & Francis Ltd	-	2016
2	Photoshop for Lightroom User	Scott Kelvy	-	-	2013
3	Master In Photoshop	Solition web tech. Inc.	Khanna Publisher	-	-

**FOR PAPER NO. – XXXIII**

**Laboratory Work –Paper XXXIII**

**Total Marks** – 50 Practical : 4 lectures / week/per batch

**Practical :**

- True Colors
- Defusing Light

**FOR PAPER NO. – XXXV**

**Laboratory Work –Paper XXXV**

**Total Marks** – 50 Practical : 4 lectures / week/per batch

**Practical :**

- Commercial photography
- Short video add

**FOR PAPER NO. – XXXVI**

**Laboratory Work –Paper XXXVI**

**Total Marks** – 50 Practical : 4 lectures / week/per batch

**Practical :**

- Creative composition
- Product photo editing
- Product add

**Internal practical evaluation 50 marks**

- i) Submission of practical record book =20 marks
  - ii) Submission of visit report =15 marks
  - iii) Viva-voce 15 =marks
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