BHARATI VIDYAPEETH
(DEEMED TO BE UNIVERSITY), PUNE

Faculty of Arts
MA - Commercial Photography & Cinematography
New Syllabus

BHARATI VIDYAPEETH (DEEMED TO BE) UNIVERSITY, PUNE (INDIA)

BVDU YASHWANTRAO MOHITE COLLEGE OF ARTS, SCIENCE & COMMERCE

(Department of Photography) Pune-43.

Under the Faculty of Arts,

DETAILED COURSE SYLLABUS

(PG PROGRAM)

MASTER OF ART

(COMMERCIAL PHOTOGRAPHY & CINEMATOGRAPHY)

(CBCS 2021 COURSE)

Preamble:

1. **Program Objectives**

PO1: Technical Proficiency & Creative Vision: Master technical skills in Commercial photography and Cinematography, showcasing a strong creative vision.

PO2: Diverse Portfolio & Industry Adaptability: Create a broad portfolio reflecting industry trends, client needs, and adaptability to emerging concepts.

PO3: Industry Knowledge & Collaboration: Learn industry practices and collaborate effectively in projects.

PO4: Professional Growth & Entrepreneurship: Develop professionally, embracing entrepreneurship and marketing strategies for a sustainable career.

PO5: Research, Innovation & Cultural Integration: Innovate techniques, contribute to evolving practices, and integrate sustainability and culture into storytelling.

2. **Scheme of credits of M.A. Program:**

Year	Semester	Credits	Total
1	**Semester I**	**30**	**58**
	Semester II	**28**	
2	**Semester III**	**30**	**52**
	Semester IV	**22**	

Syllabus - abbreviation

(T) After the subject name indicates Theory
(P) After the subject name indicates Practical
(IA) Internal Assessment
(UE) University Examination
(ID) Interdisciplinary

F.Y.M.A. Semester I

Subject Type	Course Code	Title of Paper	Hrs/ Week	Credits	Exam Hrs	Maximum Marks			ID
						IA	UE	Total	
Core Course		Introduction & Orientation Commercial Photography (P)	8	4	-	40	60	100	-
Core Course		Principles of design + Equipment & Processes. (P)	16	8	-	40	60	100	Yes
Core Course		Commercial Photography – Genre agnostic (P)	16	8	-	40	60	100	-
Core Course		Contemporary practices in commercial photography (T)	4	4	2	40	60	100	Yes
Core Course		Master class Project 1 (P)	12	6	-	40	60	100	-
		Total	56	**30**					

Course Title: Introduction and Orientation to Commercial Photography

Course Description:

This course serves as a comprehensive introduction to commercial photography. It covers fundamental concepts, camera formats, lighting techniques, and equipment usage essential for aspiring commercial photographers. The course provides a balanced blend of theoretical knowledge and practical skills to prepare students for the dynamic world of commercial photography.

Course Objectives:

- To develop a strong foundational understanding of photography fundamentals.
- To familiarize students with various camera formats and their applications.
- To enable students to master different lighting techniques, including strobes and continuous lighting.
- To provide hands-on experience with a range of photography equipment.
- To differentiate between natural and artificial light and understand their respective roles in commercial photography.

Course Outcomes:

CO 1: Understand and apply the core principles of photography fundamentals.

CO 2: Demonstrate proficiency in utilizing different camera formats for diverse

photographic purposes.

CO 3: Master various lighting techniques, including strobes and continuous lighting, to enhance visual storytelling.

CO 4: Acquire practical skills in handling a variety of photography equipment.

CO 5: Differentiate between natural and artificial light sources and strategically use them in commercial photography.

Course Outline:

Unit I: Photography Fundamentals
- Introduction to basic photographic concepts
- Understanding composition and framing
- Exploring exposure and aperture settings
- Mastering depth of field and focus techniques

Unit II: Camera Formats

- Overview of different camera types (DSLRs, mirrorless, medium format, etc.)
- Choosing the right camera for specific commercial photography applications
- Hands-on exercises with various camera formats

Unit III: Lighting Techniques

- Introduction to lighting principles in commercial photography
- Hands-on experience with strobes and continuous lighting
- Creative use of light and shadows for visual impact

Unit IV: Equipment

- Exploring essential photography equipment (tripods, lenses, filters, etc.)
- Hands-on workshops on equipment usage and maintenance

Unit V: Natural Light and Artificial Light

- Understanding the qualities of natural light
- Utilizing artificial light sources effectively
- Combining natural and artificial light for compelling commercial images

Recommended Reading/Resources:

- "The Photographer's Eye" by Michael Freeman
- "Light Science and Magic: An Introduction to Photographic Lighting" by Fil Hunter, Steven Biver, and Paul Fuqua
- "Understanding Exposure" by Bryan Peterson

- "The Complete Guide to Digital Photography" by Michael Freeman

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Course Title: Principles of Design + Equipment & Processes (P)

Course Description:

This course combines the fundamental principles of design with in-depth knowledge of photography equipment and processes. Students will explore various aspects such as line, shape, form, color, value, texture, and composition, understanding their application in different genres of photography. Additionally, they will gain hands-on experience with a range of photography and lighting equipment, including cameras, lenses, accessories, and studio gear. The course aims to equip students with the skills and knowledge needed to operate, maintain, and safely use these tools, fostering proficiency and comfort in handling photography equipment.

Course Objectives:

- To provide a comprehensive understanding of the principles of design and their application in photography.
- To familiarize students with a wide array of photography and lighting equipment, promoting practical knowledge and hands-on experience.
- To develop the skills necessary for operating, maintaining, and safely using photography equipment in various settings.

Course Outcomes:

CO 1: Demonstrate a thorough understanding of color theory, composition principles, and effective initiation of ideas in design.

CO 2: Acquire comprehensive knowledge of photography equipment, including cameras, lenses, accessories, and studio gear, demonstrating the ability to select and use them appropriately for various scenarios.

CO 3: Develop practical skills in operating, maintaining, and safely using photography tools, ensuring proficiency and comfort in handling equipment.

Course Outline:

Unit I: Fundamentals of Design in Photography

- Introduction to Elements of Art and Design

- Study of Lines: Horizontal, Vertical, Curvilinear, and Diagonal
- Understanding Shape: Organic and Geometric Shapes
- Exploring Form and Representing Three-Dimensional Form
- Introduction to Value, Color, Texture, Scale, Size, and Proportion

Unit II: Principles of Design and Composition

- Introduction to Principles of Design: Rhythm, Harmony, Balance, Symmetry, Contrast
- Composition in Photography: Rules and Approaches for Better Photos
- Organizing Space and Time in Photographic Compositions

Unit III: Application of Design Principles in Photography

- Applying Composition Fundamentals to Different Genres of Photography
- Color Theory Basics: Primary, Secondary Colors, Color Wheel
- Application of Color Theory in Photography and Film, Color Schemes/Harmonies

Unit IV: Advanced Composition Techniques and Practical Applications
- Advanced Composition Techniques: Creative Use of Elements and Principles
- Critique and Analysis of Photographs Based on Design Principles
- Final Project: Creating a Photographic Portfolio Based on Design Principles

Unit V: Photography Equipment

- Overview of Cameras: Types and Features
- Understanding Lenses and Their Applications
- Accessories for Enhanced Photography
- Introduction to Studio Gears

Unit VI: Operation and Maintenance

- Hands-on Practice: Operating Cameras and Lenses
- Maintenance Guidelines for Equipment
- Safety Protocols in Photography

Recommended Reading/Resources:

- The Art of Photography by Bruce Barnbaum
- Design Basics Photography: The Joy of Composition" by David L. Strickland
- The Photographer's Guide to Composition" by Richard D. Zakia and David Page
- The Elements of Photography by Angela Faris Belt

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Course Title: Commercial Photography – Genre Agnostic (P)

Course Description:

This course provides a comprehensive exploration of commercial photography without confining students to a specific genre. Students will study the works of influential photographers, analyzing their artistic approaches from various genres, such as portrait, documentary, and fine art. The course emphasizes a non-commercial perspective, drawing inspiration from renowned photographers like Dorothea Lange, Francesca Woodman, Cindy Sherman, Vivian Maier, and others. Through exercises and assignments, students will develop their skills in capturing and manipulating light to enhance forms, textures, shapes, materials, people, faces, and spaces.

Course Objectives:

- To expose students to diverse photographic genres and styles, fostering an appreciation for the artistic approaches of influential photographers.
- To develop technical skills in lighting, enabling students to capture and manipulate light effectively in different contexts.
- To encourage creative thinking and experimentation by removing constraints associated with specific photographic genres.

Course Outcomes:

CO 1: Analyze and Critique - Students will be able to critically analyze the works of influential photographers, identifying the artistic approaches and thematic elements present in their photographs.

CO 2: Technical Proficiency - Develop proficiency in lighting techniques for capturing various elements, including forms, textures, shapes, materials, people, faces, and spaces.

CO 3: Creative Expression - Foster creative expression by encouraging students to apply their understanding of diverse photographic genres to produce genre-agnostic commercial photographs.

Course Outline:

Unit I: Introduction to Genre-Agnostic Photography

- Understanding the concept of genre-agnostic photography
- Overview of influential photographers and their contributions across genres

Unit II: Lighting Fundamentals

- Basics of natural and artificial lighting

- Techniques for lighting forms, textures, shapes, and materials

Unit III: Portrait Photography

- Exploration of portrait photography from a non-commercial perspective
- Study of influential portrait photographers and their artistic approaches

Unit IV: Documentary Photography

- Analysis of documentary photography and its significance in commercial contexts
- Review of works by documentary photographers, including Dorothea Lange, Robert Frank, and Vivian Maier

Unit V: Fine Art Photography

- Examination of fine art photography principles
- Exploration of works by artists like Francesca Woodman, Cindy Sherman, and Shirin Neshat

Unit VI: Creative Lighting in Commercial Photography

- Practical exercises and assignments focusing on lighting people, faces, and spaces
- Application of learned techniques to create genre-agnostic commercial photographs

Recommended Reading/Resources:

- "On Photography" by Susan Sontag
- "The Americans" by Robert Frank
- "Diane Arbus: An Aperture Monograph" by Diane Arbus
- "The Decisive Moment" by Henri Cartier-Bresson

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Course Title: Contemporary Practices in Commercial Photography (T)

Course Description:

This course delves into contemporary practices in commercial photography, focusing on the art of visual storytelling. Students will learn techniques for developing clear and compelling narratives, covering aspects such as brainstorming, research, idea generation, and outlining. The course emphasizes drawing inspiration from various sources, including other forms of media like books, films, and art. Additionally, students will explore the works of still life photographers, such as Edward Weston, Josef Sudek, Irving Penn, and others, to understand their contributions to the field.

Course Objectives:

- To equip students with the skills to create compelling visual stories in commercial photography.
- To provide a comprehensive understanding of contemporary techniques for brainstorming, research, and idea generation.
- To explore the influence of other art forms on visual storytelling in commercial photography.
- To study the works of still life photographers and analyze their techniques in conveying narratives through inanimate subjects.

Course Outcomes:

CO 1: Narrative Development - Students will be able to develop and articulate clear and compelling narratives in commercial photography.

CO 2: Creative Techniques - Develop creative techniques for brainstorming, mind mapping, free association, and research to enhance the storytelling process.

CO 3: Interdisciplinary Inspiration - Gain an understanding of how other forms of media, such as books, films, and art, can inspire and influence visual storytelling in commercial photography.

CO 4: Still Life Photography - Analyze the works of still life photographers and apply their techniques to create impactful narratives with inanimate subjects.

Course Outline:

Unit I: Introduction to Visual Storytelling
- Defining visual storytelling in commercial photography
- Techniques for brainstorming, mind mapping, and free association

Unit II: Research and Idea Generation
- Importance of research in narrative development
- Techniques for gathering information, including background information, facts, and relevant statistics

Unit III: Inspiration from Other Sources
- Drawing inspiration from books, films, and art for visual storytelling
- Adapting ideas from other forms of media to commercial photography

Unit IV: Still Life Photography Principles
- Overview of still life photography in commercial contexts
- Study of influential still life photographers and their techniques

Unit V: Case Studies
- Analysis of contemporary commercial photography projects with a focus on narrative development
- Discussion and critique of successful visual storytelling campaigns

Unit VI: Practical Application
- Hands-on exercises in creating visual stories using contemporary techniques
- Peer review and feedback sessions for student projects

Recommended Reading/Resources:
- "Still Life Photography" by Paul Martineau
- "The Photographer's Playbook: 307 Assignments and Ideas" by Jason Fulford and Gregory Halpern
- "Storytelling with Photographs: How to Create a Photo Essay" by Anne Darling
- "The Nature of Photographs" by Stephen Shore

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Course Title: Master class Project 1 (P)

Course Description:

This course focuses on advancing students' photography skills and creativity through the development of a comprehensive portfolio. Building upon the foundational knowledge of principles of design, portrait photography, documentary style, non-commercial perspectives, visual storytelling, and still-life photography, students will engage in a project-based approach to create a polished and impactful portfolio. Emphasis will be placed on achieving absolute finish, excellent lighting, compelling concepts, and high-quality image production.

Course Objectives:

- Develop Advanced Photography Skills: Enable students to enhance their photography techniques, including composition, lighting, and post-processing, to achieve a higher level of proficiency in image creation.

- Cultivate Conceptual Thinking: Encourage students to think critically and conceptually about their photography projects, pushing the boundaries of creativity and expressing unique perspectives within the defined topics.

- Project Management and Execution: Equip students with project management skills to effectively plan, organize, and execute their final projects and portfolio. Emphasize meeting deadlines and managing resources efficiently.

Course Outcomes:

CO 1: Advanced Photographic Proficiency: Demonstrate a refined understanding and application of photographic techniques, including advanced composition,

lighting, and post-processing.

CO 2: Conceptual Artistry: Develop the ability to conceptualize and articulate ideas effectively, resulting in visually compelling and thought-provoking photographic projects within the given themes.

CO 3: Effective Project Execution: Successfully plan, manage, and execute a photography project from conception to completion, showcasing professional project management skills, meeting deadlines, and resource optimization.

Course Guidelines:

Project Phases:
- Introduction and Theme Selection
- Research and Concept Development
- Planning and Pre-production
- Execution and Production
- Post-production and Editing
- Portfolio Presentation

Critique Sessions:
- Regular critique sessions to provide constructive feedback and guidance on project development.

Portfolio Review:
- Final portfolio review with an emphasis on absolute finish, good lighting, strong concepts, and overall image quality.

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F.Y.M.A. Semester II

Subject	Course	Title of Paper	Hrs/	Credit	Exa	Maximum Marks	ID

Type	Code		Week	s	m Hrs	IA	UE	Total	
Core Course		Commercial Photography – Genre specific (P)	16	8	-	40	60	100	-
Core Course		Project 1 (Dissertation + Viva Voce)	20	10	-	40	60	100	Yes
Core Course		Contemporary practices in Advertising & design (T)	4	4	2	40	60	100	Yes
Core Course		Master class project 2 (P)	12	6	-	40	60	100	-
			52	28					

Course Title: Commercial Photography – Genre Specific (P)

Course Description:

This course delves into the specialized aspects of commercial photography, focusing on various genres including Fashion, Product, Architecture and Spaces, and Food Photography. Participants will develop skills in capturing compelling images, mastering Photoshop editing techniques, and understanding the unique requirements of different commercial photography niches.

Course Objectives:

- To provide a comprehensive understanding of the principles and techniques of fashion, product, architecture, and food photography.
- To equip students with advanced Photoshop editing skills tailored for commercial photography.
- To enable students to apply their knowledge to real-world scenarios, developing a strong portfolio across multiple genres.

Course Outcomes:

CO 1: Mastery of Genre-specific Photography Techniques: Demonstrate proficiency in capturing high-quality images in Fashion, Product, Architecture, and Food Photography.
Understand and apply lighting, composition, and styling techniques specific to each genre.

CO 2: Advanced Photoshop Editing Skills: Develop expertise in post-production processes using Photoshop for commercial photography applications.
Enhance and refine images to meet industry standards and client expectations.

CO 3: Portfolio Development: Curate a diverse and cohesive portfolio showcasing skills in Fashion, Product, Architecture, and Food Photography. Present a body of work that reflects creative versatility and technical competence.

Course Outline:

Unit I: Introduction to Commercial Photography

- Overview of commercial photography
- Understanding client requirements and industry standards

Unit II: Fashion Photography

- Styling and posing techniques
- Fashion shoot planning and execution

Unit III: Product Photography

- Product styling and composition
- Lighting techniques for product photography

Unit IV: Photoshop Editing for Commercial Photography

- Advanced retouching techniques
- Color correction and enhancement

Unit V: Architecture and Spaces Photography

- Composition and framing in architectural photography
- Interior and exterior lighting considerations

Unit VI: Food Photography

- Styling and presentation of food
- Lighting and composition for food photography

Unit VII: Practical Applications and Industry Trends

- Case studies and real-world applications
- Keeping abreast of industry trends

Unit VIII: Portfolio Development

- Review and feedback sessions
- Building a strong and marketable portfolio

Recommended Reading/Resources:

- "The Art of Fashion Photography" by Patrick Remy
- ""Commercial Photography Handbook" by Kirk Tuck
- "Adobe Photoshop CC Classroom in a Book" by Andrew Faulkner and Conrad Chavez
- "Architectural Photography: Composition, Capture, and Digital Image Processing" by Adrian Schulz
- "Plate to Pixel: Digital Food Photography & Styling" by Helene Dujardin

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Course Title: Project 1 (Dissertation + Viva Voce) (P)

Course Description: This course entails conducting extensive research on a chosen genre of photography and presenting findings through a detailed research paper. The course includes guidance on research methodologies, critical analysis, writing skills, and oral presentation through a Viva Voce examination.

Course Objectives:

- To enable students to choose and explore a specific genre of photography in depth.
- To develop research skills, including data collection, critical analysis, and academic writing.
- To prepare students for a Viva Voce examination and effective oral presentation.

Course Outcomes:

CO 1: Demonstrate comprehensive knowledge and understanding of a chosen photography genre.

CO 2: Conduct thorough research, collect relevant data, and critically analyze information.

CO 3: Produce a well-structured and coherent research paper following academic conventions.

Course Guidelines:

Topic Selection and Research Planning:
- Choose a specific photography genre and define research objectives.
- Develop a research plan with clear milestones and deadlines.

Literature Review and Data Collection:
- Conduct a thorough literature review on the chosen genre.
- Collect and analyze relevant data aligned with research objectives.

Structuring and Writing:
- Create a clear outline with sections like Introduction, Literature Review, Methodology, Findings, Discussion, and Conclusion.
- Write each section coherently, ensuring they contribute to your argument.

Referencing and Editing:
- Ensure accurate referencing according to the required citation style.
- Edit and proofread the dissertation for clarity and accuracy.

Preparation for Viva Voce:
- Develop a concise presentation summarizing key aspects of your research.
- Practice presenting and anticipate potential questions for the Viva Voce examination.

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Course Title: Contemporary Practices in Advertising & Design (T)

Course Description:

This course delves into the dynamic world of advertising and design, providing students with a comprehensive understanding of the workings of an advertising agency, the intricacies of advertising photography, and the essential principles of design employed in crafting compelling advertising creatives. Through case studies and practical insights, students will explore the components of an advertising agency, the nuances of estimating and invoicing for photography services, and the terms and conditions governing collaborations with agencies.

Course Objectives:

- To equip students with a profound understanding of the internal operations of an advertising agency.
- To familiarize students with the components and functions of advertising photography.
- To enable students to develop accurate estimates and invoices when engaging with clients or agencies.
- To impart knowledge about the terms and conditions governing professional relationships within the advertising and design industry.
- To analyze and learn from real-world case studies of successful advertising campaigns.
- To instill design principles essential for creating impactful and aesthetically pleasing advertising creatives.

Course Outcomes:

CO 1: Understand the structure and functions of advertising agencies, including various departments and their roles.

CO 2: Demonstrate proficiency in advertising photography concepts, techniques, and applications.
CO 3: Develop the ability to create accurate estimates and invoices for photography services in the advertising industry.

CO 4: Appreciate the importance of clear terms and conditions in professional collaborations within the advertising and design sector.

CO 5: Analyze and critically evaluate case studies of successful advertising campaigns for practical insights.

CO 6: Apply fundamental design principles to create effective and visually appealing advertising creatives.

Course Outline:

Unit I: Introduction to Advertising Agencies

- Overview of advertising agency structures
- Functions of different departments within an advertising agency
- Collaboration and communication within agencies

Unit II: Advertising Photography

- Basics of advertising photography
- Techniques and tools employed in advertising photography
- Role of photography in creating compelling advertising visuals

Unit III: Estimation and Invoicing in Advertising Photography

- Understanding client requirements
- Creating accurate estimates for photography services
- Crafting professional invoices for advertising photography projects

Unit IV: Terms and Conditions in Advertising Collaborations

- Importance of clear and comprehensive terms and conditions
- Negotiating and finalizing agreements with clients and agencies
- Resolving conflicts and maintaining professional relationships

Unit V: Case Studies of Advertising Campaigns

- Analysis of successful advertising campaigns
- Learning from real-world examples and industry trends
- Extracting key takeaways for future projects

Unit VI: Design Principles in Advertising

- Fundamental principles of design
- Applying design concepts to advertising creatives
- Visual communication in advertising

Unit VII: Hands-on Design Projects

- Practical application of design principles
- Creating advertising creatives under guided supervision
- Feedback and improvement sessions

Unit VIII: Final Project and Presentation

- Integration of knowledge and skills acquired throughout the course
- Design and execute a comprehensive advertising project
- Present and defend the project in a professional manner

Recommended Reading/Resources:
- "Hey, Whipple, Squeeze This: The Classic Guide to Creating Great Ads" by Luke Sullivan
- "The Advertising Concept Book: Think Now, Design Later" by Pete Barry
- "The Photographer's Guide to Negotiating" by Richard Weisgrau
- "The Advertising Effect: How to Change Behaviour" by Adam Ferrier
- "Designing Brand Identity: An Essential Guide for the Whole Branding Team" by Alina Wheeler
- "A Smile in the Mind: Witty Thinking in Graphic Design" by Beryl McAlhone and David Stuart

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Course Title: Master Class Project 2 (P)

Course Description:

This course is designed to provide advanced-level insights and practical skills in photography, building upon the foundational knowledge acquired in previous courses. Students will engage in an in-depth exploration of various photography genres with a specific focus on creating a high-quality portfolio. Emphasis will be placed on refining technical skills, developing creative concepts, and mastering the art of visual storytelling.

Course Objectives:

- Enhanced Technical Proficiency: Develop advanced technical skills in photography, including mastering camera settings, lighting techniques, and post-processing methods.
- Conceptual Mastery: Cultivate a deep understanding of conceptualization in photography. Explore creative concepts, themes, and narratives to infuse depth and meaning into visual storytelling.
- Portfolio Development: Guide students in creating a comprehensive and polished portfolio that showcases their expertise in Fashion Photography, Product Photography, Food Photography, Architecture, and Spaces Photography, and Advertising Photography.

Course Outcomes:

CO 1: Advanced Technical Proficiency: Demonstrate mastery in utilizing advanced camera settings, lighting techniques, and post-processing methods to achieve professional-level images. Produce images with exceptional clarity, composition, and technical precision across diverse photography genres.

CO 2: Conceptual Mastery: Develop and articulate creative concepts for photography projects, aligning with the specific demands of each genre. Apply advanced conceptualization techniques to communicate compelling narratives through visual storytelling.

CO 3: Portfolio Development: Create a cohesive and visually striking portfolio that showcases proficiency in Fashion Photography, Product Photography, Food Photography, Architecture, and Spaces Photography, and Advertising Photography. Present a final project that reflects a high level of craftsmanship, creativity, and professionalism.

Course Guidelines:

1. Project-Based Learning: The course will be heavily project-oriented, requiring students to actively apply theoretical concepts through practical assignments.

2. Critique and Feedback: Regular critique sessions will be conducted to provide constructive feedback on student work, fostering a collaborative and supportive learning environment.

3. Industry-Relevant Practices: Integrate real-world industry practices and standards into the curriculum, preparing students for professional success.

4. Guest Lectures and Workshops: Invite industry experts for guest lectures and

workshops, offering students exposure to diverse perspectives and current trends in photography.

5. Resource Utilization: Encourage students to explore various resources such as books, online tutorials, and exhibitions to expand their knowledge and stay updated with the latest developments in photography.

6. Professional Ethics: Emphasize the importance of ethical practices in photography, including issues related to copyright, consent, and responsible representation.

Recommended Reading/Resources:

- "Fashion Photography: A Complete Guide to the Tools and Techniques of the Trade" by Bruce Smith
- "Advertising Photography: A Straightforward Guide to a Complex Industry" by Lou Lesko
- "Plate to Pixel: Digital Food Photography & Styling" by Helene Dujardin

S.Y.M.A. Semester III

Subject Type	Course Code	Title of Paper	Hrs/ Week	Credits	Exam Hrs	Maximum Marks			ID
						IA	UE	Total	
Core Course		Practical cinematography – Equipment & processes (P)	16	8	-	0	100	100	-
Core Course		Practical cinematography – popular practices (Dissertation + Viva voce)	8	4	-	40	60	100	Yes
Core Course		5 C's of cinematography Genre agnostic (P)	16	8	-	40	60	100	-
Core Course		Masters of cinematography (T)	4	4	2	40	60	100	Yes
Core Course		Master class project 3 (P)	12	6	-	40	60	100	
		Total	56	30					

Course Title: Practical cinematography – Equipment & processes (P)

Course Description:

This course provides an in-depth exploration of cinema equipment and processes, emphasizing their uses in filmmaking. Participants will gain practical experience in utilizing cinema tripods, understanding camera movements and optical dynamics, mastering angle and lenses for image dynamization, and applying various camera techniques such as trolley dolly and crane operations. The course also covers the

use of skimmers and reflectors for outdoor shooting, extensive focus pulling practice, composition using the rule of thirds, and an understanding of the complete workflow of image production.

Course Objectives:

- Gain a comprehensive understanding of cinema equipment and its applications.
- Develop proficiency in using a cinema tripod for creating cinematic movements.
- Explore camera movements, optical dynamics, and image dynamization techniques.
- Master the use of different angles and lenses for specific visual purposes.
- Practicing camera dynamics using trolley dolly, crane, and lighting dynamics skimmers, and reflectors.
- Develop basic and advanced focus pulling skills with character movement.
- Apply the rule of thirds in composition through camera practical.
- Understand the complete workflow of image production in filmmaking.

Course Outcomes: By the end of this course, participants should be able to:

CO1: Demonstrate a comprehensive understanding of cinema equipment and its applications.

CO2: Apply effective camera movements and optical dynamics in filmmaking.

CO3: Execute advanced focus pulling techniques and demonstrate proficiency in composition through practical camera exercises.

Course Outline:

Unit I: Understanding Cinema Equipment

- Lesson 1: Overview of cinema equipment and its applications.

Unit II: Cinema Tripod and Cinematic Movements

- Lesson 2: Effective use of a cinema tripod for cinematic movements.

Unit III: Camera Movements and Optical Dynamics.

- Lesson 3: Exploring camera movements and optical dynamics.
- Lesson 4: Techniques for dynamization of images.

Unit IV: Angle and Lenses for Image Dynamization.

- Lesson 5: Understanding different angles - Eye Level, High Angle, Low Angle, Bird's Eye View, Worm's Eye View.
- Lesson 6: Image dynamization through angle and lenses.

Unit V: Advanced Camera Techniques.

- Lesson 7: Use of camera movements - Trolley Dolly, Crane, with practical exercises.
- Lesson 8: Use of skimmers and reflectors for outdoor shooting.

Unit VI: Focus Pulling and Composition Techniques.

- Lesson 9: Extensive focus pulling practice with character movement.
- Lesson 10: Rule of thirds in composition with camera practical.

Unit VII: Workflow of Image Production.

- Lesson 11: Understanding the complete workflow of image production.

Recommended Reading/Resources:

- "The Five C's of Cinematography" by Joseph V. Mascelli.
- "Cinematography: Theory and Practice" by Blain Brown.
- "Lighting for Cinematography: A Practical Guide to the Art and Craft of Lighting for the Moving Image" by David Landau.
- How ro read a film by Monaco
- Sculpting in time by Andre Tarkovsky

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Course Title: Practical Cinematography - Popular Practices:(Dissertation and Viva Voce) (P)

Course Description: The Practical Cinematography course focuses on exploring popular practices in cinematography. Students will be required to undertake a dissertation project that delves into past or current cinematography practices, including future and upcoming trends such as Virtual Reality (VR), Artificial Intelligence (AI), and other technological advancements. The assessment will include a Viva Voce examination.

Course Objectives:

- **Research and Analysis:**
  - Conduct in-depth research on past or current cinematography practices.

- Analyze the significance and impact of chosen practices on filmmaking, including future trends.
- **Dissertation Writing:**
  - Develop a well-structured dissertation based on research findings.
  - Discuss future and upcoming trends in cinematography within the dissertation.
- **Viva Voce Examination:**
  - Engage in a Viva Voce examination discussing the dissertation and related topics.
  - Demonstrate an understanding of cinematography concepts, including future trends, through oral communication.

Course Outcomes:

By the end of this course, students should be able to:

CO1: Conduct comprehensive research on past or current cinematography practices, including future trends.

CO2: Produce a well-structured and informative dissertation on the chosen cinematography practices, discussing future and upcoming trends.

CO3: Engage effectively in a Viva Voce examination, demonstrating oral communication skills related to cinematography concepts and future trends.

Course Outline:

Unit I: Research and Analysis

- **Lesson 1:** Introduction to research methodologies in cinematography.
- **Lesson 2:** Analyzing the significance of past or current cinematography practices, including future trends.

Unit II: Dissertation Writing

- **Lesson 3:** Structuring a dissertation: Introduction, Methodology, Findings, Discussion.
- **Lesson 4:** Effective communication in written cinematography analysis, incorporating future trends.

Unit III: Viva Voce Examination

- **Lesson 5:** Preparing for a Viva Voce examination on cinematography practices and future trends.
- **Lesson 6:** Demonstrating oral communication skills in discussing the dissertation and future trends.

Recommended Reading/Resources:

- "Cinematography: Theory and Practice" by Blain Brown.
- "The Five C's of Cinematography" by Joseph V. Mascelli.
- Relevant academic journals and articles on cinematography practices and future trends.

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Course Title: 5 C's of Cinematography (Genre agnostic)

Course Description: The "5 C's of Cinematography" course delves into the fundamental principles that guide cinematographers in crafting visually compelling and effective imagery. Emphasizing the five key elements—Camera angles, Continuity, Cutting, Close-ups, and Composition—students will explore how these principles contribute to the overall storytelling in filmmaking.

Course Objectives:

Understanding the Basics:
- Grasp the fundamental concepts of Camera angles, Continuity, Cutting, Close-ups, and Composition in cinematography.
- Recognize the role of each "C" in shaping the visual narrative.

Practical Application:
- Apply the principles in practical exercises to understand their impact on visual storytelling.
- Analyze film scenes to identify and evaluate the use of the 5 C's.

Creative Exploration:
- Encourage creative exploration and experimentation with the 5 C's in cinematography.
- Develop an understanding of how cinematographers employ these principles for storytelling.

Course Outcomes:

By the end of this course, students should be able to:

CO1: Demonstrate a solid understanding of the fundamental concepts of Camera angles, Continuity, Cutting, Close-ups, and Composition in cinematography.

CO2: Apply the 5 C's in practical exercises and analyze their impact on visual storytelling.

CO3: Engage in creative exploration and experimentation with the 5 C's, recognizing their role in enhancing cinematographic storytelling.

Course Outline:

Unit I: Understanding the Basics

- **Lesson 1:** Introduction to the 5 C's of Cinematography.
- **Lesson 2:** In-depth exploration of Camera angles.

Unit II: Practical Application

- **Lesson 3:** Continuity in cinematography.
- **Lesson 4:** The art of Cutting in filmmaking.

Unit III: Creative Exploration

- **Lesson 5:** Close-ups and their impact on storytelling.
- **Lesson 6:** Composition techniques in cinematography.

Recommended Reading/Resources:

- "Cinematography: Theory and Practice" by Blain Brown.
- "The Five C's of Cinematography" by Joseph V. Mascelli.
- Relevant film scenes and case studies demonstrating the effective use of the 5 C's.

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Course Title: Masters of Cinematography (T)

Course Description:

Cinematography has always been a vital part of what makes a film great. Films are visual media, and if the camera work is shoddy, it takes away from the audience's experience. In this subject, we are going to learn and study the most famous cinematographers of all time, exploring their techniques, styles, and contributions to the world of filmmaking.

Course Objectives:

- Understand the contributions of renowned cinematographers to the art of filmmaking.
- Analyze the distinctive styles and techniques employed by master cinematographers.
- Gain insights into the impact of cinematography on the overall cinematic experience.

Course Outcomes: By the end of this course, students should be able to:

- CO1: Identify and discuss the works of influential cinematographers.

- CO2: Analyze and critique cinematographic techniques employed by master cinematographers.
- CO3: Appreciate the role of cinematography in shaping the visual narrative of films.

Course Structure:

Unit I: Introduction to Cinematography Masters

- Lesson 1: Significance of Cinematography in Filmmaking.
- Lesson 2: Overview of Sir Roger Deakins' Contributions.

Unit II: Exploring Gordon Willis' Cinematic Legacy

- Lesson 3: Gordon Willis and Woody Allen's Collaborations.
- Lesson 4: Shadows and Underexposed Film in Gordon Willis' Cinematography.

Unit III: Conrad Hall - A Cinematic Journey

- Lesson 5: Conrad Hall's Breakthrough and Butch Cassidy.
- Lesson 6: The 11-Year Break and Post-Hiatus Works.

Unit IV: Vittorio Storaro and the Art of Colors

- Lesson 7: Vittorio Storaro's Career and Contributions.
- Lesson 8: Goethe's Theory of Colors in Storaro's Cinematography.

Unit V: Indian Cinematographers - Contributions and Influences

- Lesson 9: Overview of Indian Cinematographers.
- Lesson 10: Case Studies of Notable Indian Cinematographers.

Recommended Reading/Resources:

- "Cinematography: Theory and Practice" by Blain Brown.
- "Masters of Light: Conversations with Contemporary Cinematographers" by Dennis Schaefer and Larry Salvato.

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S.Y.M.A. Semester IV

Subject Type	Course Code	Title of Paper	Hrs/ Week	Credits	Exam Hrs	Maximum Marks			ID
						IA	UE	Total	
Core Course		5 Cs of cinematography – Genre specific (P)	16	8	-	0	100	100	-
Core Course		Business Practices & Marketing	8	4	-	40	60	100	Yes

		(Dissertation + viva voce)							
Core Course		Final project (Jury)	20	10	-	40	60	100	-
		Total	44	22					

Course Title: 5 Cs of Cinematography – Genre Specific(P)

Course Description: The "5 Cs of Cinematography – Genre Specific" course builds upon the foundational knowledge of the 5 Cs, focusing on their application within specific genres of filmmaking. Students will explore how Camera angles, Continuity, Cutting, Close-ups, and Composition contribute to the unique visual storytelling demands of short films, advertisements, music videos, and documentaries.

Course Objectives:

- **Genre-Specific Application:**
    - Learn to apply the 5 Cs of cinematography in the context of short films, advertisements, music videos, and documentaries.
    - Understand how genre-specific considerations influence cinematographic choices.
- **Practical Exercises:**
    - Engage in practical exercises within each genre to gain hands-on experience.
    - Analyze and critique genre-specific films to identify effective use of the 5 Cs.
- **Creative Adaptation:**
    - Explore creative adaptations and innovations in applying the 5 Cs for various genres.
    - Develop the ability to tailor cinematographic techniques to the unique requirements of each genre.

Course Outcomes:

By the end of this course, students should be able to:

CO1: Apply the 5 Cs of cinematography effectively within the context of short films, advertisements, music videos, and documentaries.

CO2: Demonstrate proficiency through practical exercises in each genre, showcasing an understanding of genre-specific cinematographic choices.

CO3: Showcase creative adaptation and innovation in the application of the 5 Cs, tailoring techniques to the unique requirements of each genre.

Course Outline:

Unit I: Cinematography in Short Films

- **Lesson 1:** Genre-specific considerations for Camera angles.

- **Lesson 2:** Continuity challenges and solutions in short films.

Unit II: Cinematography in Advertisements

- **Lesson 3:** Cutting techniques for impactful advertisements.
- **Lesson 4:** Creative use of Close-ups in advertising cinematography.

Unit III: Cinematography in Music Videos

- **Lesson 5:** Composition strategies for dynamic music video visuals.
- **Lesson 6:** Practical exercises on applying the 5 Cs to music videos.

Unit IV: Cinematography in Documentaries

- **Lesson 7:** Genre-specific considerations in documentary filmmaking.
- **Lesson 8:** Analyzing and critiquing documentary films for effective cinematography.

Recommended Reading/Resources:

- Genre-specific articles, case studies, and analyses.
- Films represent each genre for analysis.
- "Master Shots: 100 Advanced Camera Techniques to Get an Expensive Look on Your Low-Budget Movie" by Christopher Kenworthy.

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Course Title: Business Practices & Marketing (Dissertation + Viva Voce)

Course Description:

This course is designed to provide comprehensive knowledge and practical insights into the fundamental aspects of business practices and marketing, focusing on their application to Photography and Cinematography. Students will explore topics such as the 4Ps of marketing, services marketing, business planning, website development, branding, market research, social media marketing, sales techniques, search engine marketing (SEM) & search engine optimization (SEO), content marketing, and various other crucial elements of running a successful photography and cinematography business. The course will culminate in a dissertation and viva voce, allowing students to integrate theoretical concepts with practical experiences in the industry.

Course Objectives:

- To develop a deep understanding of core marketing principles and their application in the context of Photography and Cinematography businesses.

- To equip students with the skills necessary for effective business planning, website development, branding, and market research specific to the creative industries.
- To instill knowledge and proficiency in contemporary online marketing strategies, including social media marketing, search engine optimization, and content marketing.
- To enable students to master sales techniques, pricing strategies, and financial management tailored to the unique challenges of photography and cinematography businesses.
- To foster effective communication skills, both within the business context and with clients, and to emphasize the importance of maintaining proper documentation and accounts.

Course Outcomes: By the end of this course, participants should be able to:

CO 1: Analyze and apply the 4Ps of marketing, services marketing, and business planning principles to Photography and Cinematography businesses.
CO 2: Design and develop effective websites, implement branding strategies, and conduct market research specific to the creative industries.
CO 3: Demonstrate proficiency in utilizing various online marketing channels, sales techniques, and pricing strategies for photographers and cinematographers.
CO 4: Execute search engine marketing (SEM) & search engine optimization (SEO) strategies and employ content marketing and video marketing techniques.
CO 5: Develop effective communication skills, adhere to meeting etiquettes, and understand the significance of maintaining separate business and personal accounts.
CO 6: Create a comprehensive dissertation integrating theoretical concepts with practical experiences in the Photography and Cinematography business.

Course Outline:

Unit I: Fundamentals of Marketing

- Introduction to the 4Ps of marketing
- Services marketing: Understanding the 3Ps
- Business plan essentials

Unit II: Online Presence and Branding

- Website development: Must-have features for good websites
- Meaning, definition, and examples of branding
- Application of branding to photography and cinematography businesses

Unit III: Market Research

- Meaning and scope of market research
- Application of market research to photography and cinematography

businesses

Unit IV: Online Marketing Strategies

- Social Media Marketing (SMM): Meaning, scope, and importance
- Channels for online marketing
- Sales techniques and importance of portfolio making

Unit V: Search Engine Optimization (SEO) and Search Engine Marketing (SEM)

- Understanding SEO and SEM
- Content marketing strategies and platforms
- Video marketing techniques

Unit VI: Financial Management

- Factors of pricing for photography and cinematography services
- Ideas of overheads and direct costs
- Importance of paperwork, accounts keeping, and financial planning

Unit VII: Legal and Administrative Aspects

- Types of permissions and returns, their importance
- Overview of the Copyright Act and its application
- Insurance and depreciation of assets

Unit VIII: Business Communication and Etiquette

- Theory of communication: Importance, significance, and rules
- Telephone rules and meeting etiquettes
- Importance of maintaining separate business and personal accounts

Recommended Reading/Resources:

- Kotler, P., Armstrong, G., Wong, V., & Saunders, J. (2016). Principles of Marketing.
- Hair, J. F., Wolfinbarger, M., Money, A. H., Samouel, P., & Page, M. J. (2015). Essentials of Business Research Methods.
- Chaffey, D., & Ellis-Chadwick, F. (2019). Digital Marketing.
- Tracy, B. (2008). The Psychology of Selling: Increase Your Sales Faster and Easier Than You Ever Thought Possible.
- Best Business Practices for Photographers by John Harrington
- The Freelance Photographer's Guide To Success: Business Essentials by Todd Bigelow

Course Title: Final Project (Jury)

Course Description:

The Final Project (Jury) in Cinematography is designed for students who have completed their comprehensive courses in cinematography, showcasing their proficiency in producing short films, advertisements, music videos, and documentaries. This advanced course provides students with the opportunity to consolidate their skills, creativity, and technical knowledge by undertaking a comprehensive final project in their preferred genre. This project will serve as their professional showreel, demonstrating their mastery of cinematography concepts and techniques.

Course Objectives:
- To enable students to independently conceptualize, plan, and execute a high-quality cinematographic project in their chosen genre.
- To foster creative expression and innovation by encouraging students to explore unique storytelling techniques and visual styles.
- To enhance students' project management and collaboration skills, emphasizing effective communication and teamwork in a real-world production environment.

Course Outcomes:

CO 1: Project Development

Students will demonstrate the ability to develop a well-defined and original concept for their final project, including a clear storyline, thematic elements, and visual style.

CO 2: Cinematographic Execution

Students will exhibit advanced cinematographic skills, including camera operation, lighting techniques, composition, and use of specialized equipment relevant to their chosen genre.

CO 3: Post-Production Mastery

Students will showcase proficiency in post-production processes, such as editing, color grading, sound design, and visual effects, to enhance the overall quality of their final project.

Course Guidelines:

- **Project Proposal:** Each student must submit a comprehensive project proposal outlining their chosen genre, storyline, visual style, and technical requirements. This proposal will be subject to approval before the commencement of the project.
- **Production Plan:** Students are required to create a detailed production plan, including a shooting schedule, equipment list, and budget estimation. Emphasis will be placed on effective project management.
- **Regular Progress Reports:** Students must provide regular progress reports, sharing their achievements, challenges, and proposed solutions during the various stages of project development.
- **Jury Presentation:** At the end of the course, students will present their final projects to a jury panel composed of industry professionals and faculty members. This presentation will include a discussion of the creative choices, technical aspects, and challenges faced during the production process.
- **Peer Review:** In addition to the jury evaluation, students will engage in peer reviews, offering constructive feedback on each other's projects to promote a collaborative and learning-centered environment.

Recommended Reading/Resources:

- "The Filmmaker's Handbook" by Steven Ascher and Edward Pincus
- "Cinematography: Theory and Practice" by Blain Brown
- Industry-relevant films and documentaries for analysis and inspiration.

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