Laboratory Manual

(Version 2.0)

for

Still Photography Lab

[BA(JMC)] 154

BA(JMC) - II Semester

Compiled by:

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List of Abbreviations

Declaration

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BTL	Bloom's Taxonomy Level
CE	Communication Efficacy
CICP	Conduct Investigations of Complex Computing Problems
CK	Computational Knowledge
CO	Course Outcome
DAC	Departmental Advisory Committee
DDS	Design and Development of Solutions
I&E	Innovation and Entrepreneurship
I&T	Individual & Team Work
IQAC	Internal Quality Assurance Cell
LLL	Life-Long Learning
MTU	Modern Tool Usage
PA	Problem Analysis
PE	Professional Ethics
PEO	Programme Educational Objective
PMF	Project Management and Finance
PO	Programme Outcome
SEC	Societal and Envoirnmental Concern

Declaration

Department	:	Department of Journalism and Mass Communication
Course, Year and the Semester to which Lab is offered	:	BA(JMC) - I Year, II Semester
Name of the Lab Course	:	Still Photography Lab
Course Code	:	BA(JMC) 154
Version No.	:	2.0
Name of Course/Lab Teacher(s)	:	Mr. Sahil Dhall
Laboratory Manual Committee	:	
Approved by	:	DAC Date: ??/??/2019
Approved by	:	IQAC Date: ??/??/2019

_____   _____   _____
Signature   **Signature**   **Signature**
(Course Teacher)   (Head of Department)   (IQAC Coordinator)

1. Vision of the Department

To become a Centre of excellence in the field of Journalism and Mass Communication to produce quality professionals for continuously evolving media industry.

2. Mission of the Department

M₁   To produce quality professionals as per global industry standards in the field of journalism & mass communication.

M₂   To foster technical & entrepreneurial skills and innovation & research capabilities for all-round development of budding professionals.

M₃   To promote analytical and collaborative life-long learning skills amongst students and faculty members.

M₄   To inculcate strong ethical values and professional behaviour while giving equal emphasis to social commitments and nation building.

3. Programme Educational Objectives (PEOs)

The PEOs for the BA(JMC) programme are as follows:

PEO₁ Exhibit professional, social, and entrepreneurial competencies and knowledge for being a successful professional in the Journalism, Media and Entertainment industry

PEO₂ Be a lifelong learner, adapt and maintain leadership in a rapidly changing multi-dimensional, contemporary world.

PEO₃ Act as a catalyst and inspire (change agent) for people-centric societal empowerment.

PEO₄ Facilitate transparency and strengthen democracy as its fourth pillar.

4. Programme Outcomes (POs)

PO₁   Critical Thinking (CT)

Take informed actions after identifying the assumptions that frame our thinking and actions, checking out the degree to which these assumptions are accurate and valid, and looking at our ideas and decisions (intellectual, organizational, and personal) from different perspectives.

PO₂   Effective Communication (EC)

Speak, read, write and listen clearly in person and through electronic media in English and in one Indian language, and make meaning of world by connecting people, ideas, books, media and technology.

PO₃   Social Interaction (SI)

Elicit views of others, mediate disagreements and help reach conclusions in group settings.

PO₄   Effective Citizenship (ECZ)

Demonstrate empathetic social concern and equity centred national development, and the ability to act with an informed awareness of issues and participate in civic life through volunteering.

PO₅   Ethics

Recognize different value systems including your own, understand the moral dimensions of your decisions and accept responsibility for them.

PO₆   Environment and Sustainability (ES)

Understand the issues of environmental contexts and sustainable development.

PO₇   Self-Directed and Life-Long Learning (SDLLL)

Acquire the ability to engage in independent and life-long learning in the

PO₈   Modern Tools Usage (MTU)

Ability to apply knowledge and understanding of the computing and management principles and apply these to one's own work, as a member

and leader in a team, to manage projects in multidisciplinary environments.

PO₉   Project Management and Finance (PMF)

Ability to effectively communicate with the technical community, and with society at large, about complex computing activities by being able to understand and write effective reports, design documentation, make effective presentations, with the capability of giving and taking clear instructions.

5. Institutional Policy for Students' Conduct

The following guidelines shall be followed: -

5.1   All the students in their introductory Lab. shall be assigned a system, which shall be their workplace for the complete semester. Students can store records of all their Lab. assignments on their individual workstations.

5.2   Introductory Lab. shall include an introduction to the appropriate software/tool, followed by a basic Introductory Assignment having Practice Questions. All the students are expected to complete this assignment within a week time, as the same shall be assessed through a lab. test.

5.3   Each week the instructor, in parallel to respective topics covered in the theory lecture, shall assign a set of practical problems to the students in form of Assignments (A, B, C, ...). The problems in these assignments shall be divided into two parts. The first set of Problems shall be compulsory for all the students and its record need to be maintained in the Practical File, having prescribed format, as given in Appendix-A. All the students should get the weekly assignment checked and signed in the Practical File by the respective teacher in the immediate succeeding week. The second set of problems are Advanced Problems and shall be optional. Student may solve these advanced problems for their further practice.

5.4   Cellular phones, pagers, CD players, radios and similar devices are prohibited in the classrooms, laboratories, and examination halls.

5.5   Laptop-size computers/Tablets may be used in lectures for the purpose of taking notes or working on team-projects.

5.6   The internal practical exam shall be conducted towards the end of the semester and shall include the complete set of Lab exercises conducted as syllabus. However, students shall be assessed on continuous basis

through overall performances in regular lab. tests, both announced and surprise and viva-voce.

5.7   The respective faculty shall prepare and submit sufficient number of practical sets of computing problems to the Dean (Examinations), atleast two weeks prior to the actual exam. It is the responsibility of the faculty to ensure that a set should not be repeated for more than 5 students in a given batch.

5.8   The exam shall be of 3 hours duration where the student shall be expected to implement solutions to his/her assigned set of problems on appropriate software tools in the lab.

5.9   Once implemented, student shall also appropriately document code implemented in the assigned answer sheets, which shall be submitted at the end of the examination. All the students shall also appear for viva-voce examination during the exam.

5.10   Co-operate, Collaborate and Explore for the best individual learning outcomes but copying or entering into the act of plagiarism is strictly prohibited.

6. Learning Outcomes of Laboratory Work

The student shall demonstrate the ability to:

☑   **Demonstrate Proficiency in Operating a Camera:** Students should be able to confidently operate a camera, understanding various settings such as aperture, shutter speed, ISO, and focal length.

☑   **Apply Composition Techniques:** Students should be able to apply composition techniques, including rule of thirds, leading lines, framing, and symmetry, to create visually appealing and balanced photographs.

☑ **Understand Lighting Concepts:** Students should have a good understanding of lighting concepts, including natural light, artificial light, and the use of reflectors, to effectively control and manipulate light in their photographs.

☑ **Employ Creative and Artistic Elements:** Students should be able to employ creative elements, such as depth of field, motion blur, and selective focus, to add depth and artistic expression to their photographs.

☑ **Utilize Post-processing Skills:** Students should be proficient in basic post-processing techniques using photo editing software to enhance and refine their images while maintaining authenticity.

☑ **Analyse and Critique Photographs:** Students should develop the ability to analyse and critique their own work and the work of others, recognizing strengths and areas for improvement in composition and technique.

☑ **Apply Specialized Techniques:** Students should be able to experiment with specialized techniques like long exposure photography, high-speed photography, and macro photography to capture unique and compelling images.

☑ **Develop a Personal Photographic Style:** Students should begin to develop their own distinctive photographic style, reflecting their artistic vision and preferences in subject matter and composition.

☑ **Understand Ethical and Legal Considerations:** Students should be aware of ethical and legal considerations related to photography, including obtaining permissions for photographing people, respecting cultural sensitivities, and adhering to copyright laws.

☑ **Create a Cohesive Portfolio:** Students should be able to curate and present a cohesive portfolio of their best work, showcasing their progress, skills, and creativity throughout the still photography lab.

7. Course/Lab Outcomes (COs)

CO₁ Apply still camera exposure techniques to capture photographs. (BTL3)

CO₂ Create photos based on the ideas of varied composition rules. (BTL6)

CO₃ Incorporate lighting techniques for various photoshoot. (BTL6)

CO₄ Develop a coffee table book based on photo stories in teams (BTL6)

8. Mapping of CO's with PO's

Table 1: Mapping of CO's with PO's

PO/CO	PO₁	PO₂	PO₃	PO₄	PO₅	PO₆	PO₇	PO₈	PO₉
CO₁	3	2	1		2	2	3	2	
CO₂	3	2			1		2	2	
CO₃	3	2	2		2		3	3	2
CO₄	3	3	3	1	2	1	3	3	3

9. Course/Lab Description

Course (Lab) Title   :   Still Photography Lab

Course (Lab) Code   :   BA(JMC) 154

Credits   :   02

Pre-requisites   :   Knowledge of still camera; Understanding of photography lights

Academic Session   :   January to May

Contact Hours/Week :   02

Internal Assessment   :   40 Marks

External Assessment   :   60 Marks

10. Grading Policy

Item	Points	Marks	Remarks
Weekly Lab Assignments including Practical Files	10	10	Closed Book/Open Book
Internal End-Term Practical Examination	20	10	Closed Book
Viva-Voce	10	10	Closed Book
Project	10	10	Innovative Applications of Programming
External End-Term Examinations	60	60	Closed Book (conducted and evaluated by the University)
	Total	**100**	

11. Lesson Plan

Week No.	Lab No.	Topics/Concepts to be Covered	Reference of Lab Manual
1.		**Outdoor Photography**	**Assignment A**
	1.	Apply different compositions in capturing photographs to demonstrate your understanding of composition rules and principles and their impact on visual aesthetics.	Q_1
	2.	Evaluate the impact of different aperture settings on creating varied depth of field in photographs by capturing images and analysing the resulting visual effects.	Q_2
	3.	Evaluate the influence of various shutter speeds on photographic outcomes by capturing images at different shutter settings	Q_3
	4.	Assess the significance of different focal lengths in photography by capturing images	Q_4
	5.	Create an outdoor portfolio for a fashion brand featuring a female model, incorporating reflection techniques to enhance the visual appeal and artistic expression of the photographs.	AQ_1

Week No.	Lab No.	Topics/Concepts to be Covered	Reference of Lab Manual
	6.	Compose a text message utilizing light painting techniques in photography to convey a social message discussed in class.	AQ_2
2.		**Indoor Assignments**	**Assignment B**
	7.	Apply Single Point Lighting in photography to capture compelling portrait photographs.	Q_5
	8.	Create an indoor studio portfolio shoot by applying the three-point lighting technique and integrating the previously designed studio floor plan in a team of five students.	Q_6
	9.	Produce a set of five product photographs featuring the a product from varied angles, intended to be listed on an e-commerce website.	Q_7
	10.	Develop a concept-based photograph for a Noodles brand, specifically designed to be incorporated in a Display Advertisement. Evaluate the effectiveness of the photograph in conveying the brand's message and attracting the target audience.	AQ_3
	11.	Prepare a product portfolio of a shower gel brand.	AQ_4
3.		**Final Product**	**Assignment C**
	12.	Design a Coffee Table Book incorporating the photos captured on the assigned topic in a team of fifteen students.	Q_8
	13.	Create a photo story for a newspaper or a magazine on the given topic.	Q_9
	14.	Evaluate and capture a photo by applying the ethics and legal aspects of Photojournalism.	AQ_5

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