

**DEPARTMENT OF JOURNALISM AND MASS
COMMUNICATIONS**

**SYLLABUS
FOR
VALUE ADDED COURSE
(PG LEVEL)**

STILL CAMERA PHOTOGRAPHY



RAMA DEVI WOMEN'S UNIVERSITY

Vidya Vihar, Bhubaneswar-751022

Manab

Manab
Controller of Examinations
R.D. Women's University
Bhubaneswar

Santosh Biswal
H.O.D of JMC
R.D. Women's University
Bhubaneswar

STILL CAMERA PHOTOGRAPHY

Course Credits: 3

Credit Hours: 30

Total Marks: 50

Course Objectives (CO):

- CO1: To impart a knowledge of still photography to students.
- CO2: To increase students' employability skills.
- CO3: To close the skills gap and prepare students for the workplace.
- CO4: To give students a chance to hone their cross-disciplinary abilities.
- CO5: To train students to create jobs rather than just look for them.

UNIT-I- A Photo worth 100 words

Introduction to photography, Photography as an art, A photo worth 100 words, History of Photography, Introduction to camera, Camera Settings

UNIT-II- Lights, Shades and Colours

Lighting, Types of lights, Lighting arrangements, Concept of exposure : Shutter, Aperture, ISO, EV, Camera modes, Light painting, Motion panning, Modes, White Balance, Modes,

UNIT-III: Photographic Compositions and Camera Movements

Focus, Depth of field, Rule of third, types of lenses, Lens management, types of shots, Camera movements: Zoom, Tilt, , 180 Degree Rule , camera, filters, Safety precautions.

(Self Study/ Practical)

- Students will learn about eminent photographers like Homai Vyarwala, Raghu Ray, Sudharak Olwe.
- They will practice different types of Shots, lighting and compositions

Suggested Reading:

1. Bryan Peterson, Exposure Solutions: The Most Common Photography Problems and How to Solve Them
2. Bruce Barnbaum, The Art of Photography: An Approach to Personal Expression (Photographic Arts Editions)
3. Chris Gatcum, The Beginner's Photography Guide: The Ultimate Step-by-Step Manual for Getting the Most from Your Digital Camera
4. Fil Hunter, Steven Biver & Paul Fuqua
Light Science & Magic: An Introduction to Photographic Lighting
5. Al Judge, Mastering Aperture, Shutter Speed, ISO and Exposure
6. Raghu Rai, Picturing Time

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**SYLLABUS
FOR
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(PG LEVEL)**

VISUALIZING AND COPY WRITING FOR ADVERTISING



RAMA DEVI WOMEN'S UNIVERSITY

Vidya Vihar, Bhubaneswar-751022

S. Mohanty

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Bhubaneswar

VISUALIZING AND COPY WRITING FOR ADVERTISING

C. Code VAC-VCWA-JMC-02

Course Credit: 3

Credit hour: 35 hours

Full marks: 50

Course Outcomes (CO):

CO1: To orient students in the creative industry.

CO2: To understand the skills of writing in Advertising.

CO3: To understand the nuances of strategizing and conceptualize creative ad making

UNIT I

Overview of the Advertising: World and Indian perspective Advertising Agencies: Structure and functions

UNIT II

Creativity in Advertising, Writing for Different Media: Style and Formats Copywriting, Creative Writing, Copy and Art platform, Qualities of copy writer, Structure of Ad copy.

UNIT III

Visualization in Advertising, Elements and Principles of Design, Typography, Logo, Illustration, Layout design, Graphics and Visual effects

UNIT IV

Discussing the successful Advertising Campaign, Understanding Media and Communication Strategy- Introduction to IMC components, Creating Advertising strategy and planning

REFERENCE BOOKS

- Bly, Robert W “The Copywriter’s Handbook” , 3 rd Edition, An Owl Book, Henry Halt & Company, Newyork.
- Arens, Bovee ,“Advertising Excellence”
- Yeshin Tony, “ Advertising”, Thomson (2006) , CTPS ,China.
- Green, Jen “ Advertising”, Ethical Debates , 2012, Rosen Central, Newyork.