



बाबासाहेब भीमराव अम्बेडकर विश्वविद्यालय
विद्या विहार, रायबरेली रोड, लखनऊ - 226 025

Babasaheb Bhimrao Ambedkar University
(A Central University)

Vidya Vihar Raebareli Road, Lucknow - 226025

Date : ...19/07/2024.....
Letter No.:...608./DMCJ./BBAU/2024

NOTICE

This is to inform to all concerned that the Department of Mass Communication & Journalism is offering following 01 (one) CBCS paper under Open Elective Course in 1st Semester . For other details regarding time-schedule, etc. kindly refer the Notice Board of the Department of Mass Communication & Journalism. Dr.Arvind Kumar Singh, Asstt. Professor, Department of Mass Communication & Journalism is student advisor for the course.

The details of Paper is given below:

Course Code	MA (JMC) 101
Course Title	Basics of Photography
Type of Paper	Open Elective (CBCS Paper)
Credits	04

Head

Department of Mass Communication & Journalism

Copy to:

1. A.R. To V.C for kind information of the Hon'ble Vice Chancellor, BBAU Lucknow.
2. Dean, Academic Affairs, BBAU, Lucknow.
3. All Deans with a request to give it a wide publicity among the students of all Departments under their School.
4. Registrar, BBAU, Lucknow
5. COE, BBAU, Lucknow
6. Notice Board, DMCJ
7. I/C University Website for its uploading on University Website.

19/7/24

Head
Department of Mass Communication & Journalism

M.A. (JMC) 1st Semester
Course Code :- 101 (Credit-4)
Course Title :- Basics of Photography (CBCS)

Theory -02	Tutorial-01	Practical-1	Credit-4
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Objectives – (1) To develop photography skills among students

(2) To promote professional and photographic temper among students.

Unit I- Photography Introduction -Definition, Photo as a source of language and communication, Historical background, Use in our daily life, Visual language, Impact of photography on life and society.

Unit II - Camera structure and operation- Elements of photography- Exposure, Aperture, Shutter speed, ISO; Lens, Light in photography: Sources of light, Natural and artificial; Principles of photo composition. Photo editing, Use of Photos in journalism, Photo magazines, Caption writing, Photo feature.

Unit III- New technology in photography- Digital photography, New media and photography, Mobil photography, Photo editing technique, App and software in photography. Photo manipulation, Retouching, Copyright and Ethics in photography.

Unit IV- Areas of photography- Sports photography, Fashion photography , Landscape and Portrait photography, Product photography, Events photography , Travel photography, Pet photography , Science and environment photography, Other kinds of photography.

Unit V-Photography as a profession - Important body and Photo magazines, Online photo websites, New trends and technology in photography, Amateur photography and professional photography, Photo as a career and source of income.

Course outcome –The students will develop skill in photography and will be able to use it as a career and hobby and also as a source of income.

Suggested for reading-

- 1- Basic photography composition by David Parkel
- 2- Basic photography by M.Langford
- 3- Better photo basics by Jim Miotke

