

Course code: 22BVCA1	Allied-I A	T/P	Credits	H/W
	Basics of Photography	T	3	3
Objectives	<ul style="list-style-type: none"> ➤ To elaborate, camera components and lenses and their types. ➤ To study the basic Lighting and filters then types of photography's 			
Unit -I	Types Of Camera & Lenses : Camera- Camera Vs Eye-Components of Camera –Types of Cameras– Lens Meaning- Types of lenses - Prime lens - Normal lens - Wide angle lens - Telephoto Lens - Types of Special lens - Fish eye lens - perspective control lens - Micro lens - Macro lens.			
Unit -II	Substances In Photography: Photography - Definition - image - Pixels - Resolution - Composition - Rule of Third – Elements & Principles of Photography-Camera Controls- White balance- Shutter-Aperture – Light meter – Depth of field – Depth of focus- Focal length- ISO- Color in photography-RGB Color - CMYK Color.			
Unit -III	Lighting & Filters: Lighting - Types of lighting - Three-point Lighting – Exposure- Under exposure - Over exposure- Sources to control the exposure - Filters – Usage of filters in camera –Types of filters - Polarizing Filters - UV filters - ND Filters.			
Unit -IV	Types Of Photography : Photography in various fields - Product photography - Lighting for product photography Landscape photography- Wild life photography-Photojournalism- Candid photography- Nigh light photography - Street photography.			
Unit -V	Digital Photography : Define - Digital- Digital Still Camera. Digital SLR Camera - Types. Working with Digital Camera – Major Components and Functions, Camera Operation, Mode, Advantages. Setup for Digital Imaging - Digital photography - Imaging Techniques - Photo Manipulation - Usage of Adobe Photoshop for editing.			

Reference and Textbooks:

Digital photography, A Step- by- Step Guide and Manipulating Great Images by Tom ang Mitchell Beazley.

Practical photography – O.P. Sharma – Hind pocket books.

The focal encyclopaedia of photography (1993)– Richard Zakia, LeatieStroebel – Focal press baston, London. Third edition.

Mastering Digital Photography & Imaging (2001) Peter K Burian, Publisher Sybex. USA. 1st edition.

The Manual of Photography (2000) by Ralph E Jacobson/Geoffrey G Attridge Sidney F Ray, Focal Press, Ninth Edition.

James Curran, The Photography Handbook, Routledge, USA,2013.

Belong, Complete Digital Photography, Course Technology PTR, USA, 2010.

ScottKelby,2013, The Digital Photography, Second Edition, Peach pit Press, USA.

Outcomes

- The students gain noteworthy knowledge in photography and photo manipulation.
- The students will be able to various photographic techniques and lightings.

Course code: 22BVCAPI	Allied Practical-I A	Credits	H/W
	Practical-1A - Photography	2	2
Objectives	<ul style="list-style-type: none"> ➤ To elaborate, the types of photography and framing. ➤ To study the basic how to handle the camera and camera accessories 		
Unit -I	Aesthetics of still Photography with reference to line,frame,rule of third picture in picture,head room space, grounds at balance.		
Unit -II	<p>Following the mess should be covered only with digitalcamera.</p> <ul style="list-style-type: none"> a) Landscape b) Portraits c) Photofeature,photolanguage 		
Unit -III	<ul style="list-style-type: none"> a) Silhouette b) Freezingmovement c) Panorama 		
Unit -IV	<ul style="list-style-type: none"> a) Fastmovingobjects (Sports) b) Commercialobjects c) Journalobjects 		
Unit -V	Create a story by using still photography (Minimum8photosshouldbepresented)		
<p>Reference and Textbooks:</p> <p>Gasek, Tom,(2012).Frame-by-frame Stop Motion: The Guide to Non-traditional Animation Techniques</p> <p>PedroMeyer & Jean-paul Sartre,(2012). A Kind of Touching Beauty: Photographs Of America by Pedro Meyer, Text by Jean-paul Sartre</p> <p>David,(2008).Basics Photography 06: Working in Black &White.</p>			
Outcomes	<ul style="list-style-type: none"> ➤ The students gain noteworthy knowledge in handle the camera and framing. ➤ The students will be able to understand the various photography. 		

Course code: 22BVCA2		Allied-IB	T/P	Credits	H/W
		Graphic Design	T	3	3
Objectives	<ul style="list-style-type: none"> ➤ To elaborate, the elements of graphic design and layout. ➤ To study the basic software tools & media and design. 				
Unit -I	Design practices and process: Role of design in society -Graphic design process and Principles- Elements of graphic design: Sketching and Drawing - Color Modes - RGB - CMYK - Grey Scale.				
Unit-II	Text & Colour Designing: Using color modes in designing-Typography-Anatomy of letters-Serif-SanSerif-Script Fonts - Text alignment and formatting - Paragraph spacing and rag				
Unit -III	Software Tools & Image: Type of images - Raster Vs Vector graphics - Image resolutions - Graphic design software and tools. Photoshop Software Tools – CorelDRAW Software Tools.				
Unit -IV	Introduction of Layouts: Theme and content–Types of layouts-Layouts Composition-Color in layout – Design for publication – Layout of a newspaper – Layout for a magazine.				
Unit -V	Media And Design: Advertising Design – Media Planning – Print Media – Electronic Media –New Media – Integrated methods of design: Kinds of events – Corporate Social Responsibility - Graphic Design for Interactive Media: Website Design – Gestalt for web design.				
Reference and Textbooks: Adrian Shaughnessy, 2013, How to Be a Graphic Designer without Losing Your Soul, Princeton Architectural Press, New York, USA. Robert Bringhurst, 2013, The Elements of Typographic Style: Version 4.0, Hartley and Marks Publishers, Canada. Susan M. Weinschenk, 2014, 100 Things Every Designer Needs to Know about People, New Riders Publishing, San Francisco, USA. David Airey, 2013, Logo Design Love: A Guide to Creating Iconic Brand Identities, 2013, Adams Media, UK. Austin Kleon, 2014, Show Your Work: 10 Ways to Share Your Creativity and Get Discovered, Workman Publishing Company, USA.					
Outcomes	<ul style="list-style-type: none"> ➤ The students gain noteworthy knowledge in graphic principles and layout. ➤ The students will be able to understand the software tools and website design. 				

Course code: 22BVCAP2		Allied Practical-IB	T/P	Credits	H/W
		Graphic Design	P	2	2
Objectives	<ul style="list-style-type: none"> ➤ To elaborate, the designing categorises (such as logo, package design, brochure) ➤ To study the basicgraphics designing software and tools. 				
Software:	Photoshop, Corel Draw, illustrate to be used In Design.				
Exercises:	<ol style="list-style-type: none"> 1. Design a ('logo' for Advertising Agencyb) Commercial organization 2. Design an Invitation, visiting card, letterhead, greeting cards, envelop for the above-mentioned organization. 3. Design a brochure for commercial organization. 4. Design package design for commercial product. 5. Design Front and back cover of a magazine. 6. Poster design including cinema 7. CD coverdesign. 8. Calendar Design. 9. Point of Purchase(DANGLER). 				
Notes:	Each exercise will have minimum of 3 number of works with rough work following by fair work				
Reference and Textbooks:					
<p>S.Balaram(2011).Thinking Design. Sage Publication</p> <p>Gavin Ambrose(2010).The Visual Dictionary of Typography, Ava Publishing</p> <p>Harvy R. Levarson,(1981). Art and Copy Preparation.</p> <p>LizMcquiston,(1987).Graphic Design Source Book</p> <p>N.N.Sarkar,(2008).Art and Print Production, Oxford, New Delhi.</p> <p>Thompson, Rob(2012).Graphics And Packaging Production</p> <p>Wendell C.Crow,(1986).Communication Graphics</p>					
Outcomes	<ul style="list-style-type: none"> ➤ The students gain noteworthy knowledge in designing categorises. ➤ The students will be able to understand the graphics designing software and tools. 				

Course code: 22BVCA3		Allied-II A	T/P	Credits	H/W
		Cinematography	T	3	3
Objectives	<ul style="list-style-type: none"> ➤ To elaborate, the camera and different types camera and frame rate. ➤ To study the basic lighting techniques and camera angles. 				
Unit-I	Introduction to Camera & Its Types: Camera and still pictures - Illusion of movement - Different types of cameras – SLR – DSLR -Mirror less - Movie cameras - Optical film cameras - Standardization of frames - Film formats -16mm - 35mm - 70mm.				
Unit-II	Basics of Camera: Composition Rules - Framing - Rule of third - Composition language - Lines - Horizontal -Vertical - Depth of field - Circle of confusion-Aspect ratio - White balancing.				
Unit -III	Colors & Lighting: Forms - Shape - Masses - Color balance - Primary and secondary color - Light and mixing of colors - Shadow art – Perspective – Useofcolorlights-Lights interpretations.				
Unit -IV	Camera Angles & Filters: Camera angles-Eyelevel-High angle- Low angle-Bird'seyevew- Wormeyevew (or)Fish eye view - Types of shots - Camera movements - Panning - Tilt - Trolley dolly – Crane – Jib -Steady cam - Follow focusing - Uses of filters: Black and white filters - Color filters.				
Unit -V	Lighting Techniques: Lighting techniques- Lighting equipment – Tungsten – Incandescent – CFL – HMI – LED –Color Temperature-Measurement of lights-Variou types of lights-HMI/Par Lights-Flashlight Bounce lighting–Skimmer–Reflector–Diffuser.				
Reference and Textbooks: BlainBrown,2016,Cinematography:theory and practices:image making for cinematographers and directors, Routledge BobFisher and Lorenzo Codelli,2013,Art of cinematography, David Landau, 2014,A&C Black, Lighting for Cinematography: A Practical Guide to the Art and Craft of Lighting for the Moving Image, Routledge Deborah CartmellI.Q.Hunter, Heidi Kaye & Imelda Whelehan, 2000, Classics in film and fiction, Pluto Press. Richard Meran Barsam,1992,Non-fictionfilm:A Critical History, Indian University Press, New Delhi					
Outcomes	<ul style="list-style-type: none"> ➤ The students gain noteworthy knowledge in basic camera functions and angles. ➤ The students will be able to understand the lighting techniques and filter works. 				

Course code: 22BVCAP3	Allied Practical-II A 2D & 3D Animation	T/P P	Credits 2	H/W 2
Objectives	<ul style="list-style-type: none"> ➤ To elaborate, the types animation and storyboard and 2D software. ➤ To study the basic 3D software and modelling, lighting techniques. 			
Unit -I	Introduction to Animation - Computer animation – Principles of Animation - Animation Production - Animation tools and techniques.			
Unit-II	Types of animation: Introduction to 2d animation - Creating Storyboard - Overview of Adobe Flash - Explore the panels - Creating and editing the symbols.			
Unit -III	Frame by frame animation - Motion twining - Shape twining - Creating a mask - Creating a button - Motion guide and motion guide path.			
Unit -IV	Introduction to Maya: Modeling-Tools for Modeling-Create Basic Modeling-Poly modeling.			
Unit -V	Application of Maya-Lights and Shadows-Texturing and lighting.			
Exercise:	<ol style="list-style-type: none"> 1. Basic Objects-Shapes 2. Properties objects–Movie Button 3. Twining–Basic Types 4. Oneminuteadmaking 5. Texturing and Lighting and Shadows 			
Outcomes	<ul style="list-style-type: none"> ➤ The students gain noteworthy knowledge in storyboard and types of animation. ➤ The students will be able to understand the lighting and modelling in maya. 			

Course code: 22BVCA4		Allied-II B	T/P	Credits	H/W
		Film Editing	T	3	3
Objectives	<ul style="list-style-type: none"> ➤ To elaborate, the essence of editing and types of editing. ➤ To study the basic editing continuity and final mixing. 				
Unit -I	Introduction to Editing: Definition – Editing – Introduction to Linear and Non –Linear Film Editing – study of Editing tools -stages - from shooting to Final Print – Film + ODI, Video + ODI. Editing stages, rough cutting –Final cutting–Training.				
Unit-II	Editing & Psychological Justification: Editing the picture - Psychological Justification – mental process in real life – creation of illusion of reality – smooth cut – constructing Lucid continuity – continuity a physically smooth continuity – matching. Consecutive actions – change in image size and camera angle – screen direction– matching tone.				
Unit -III	Essence of Editing: Editing the foundation of film art – first assembly – screening the rough assembly – making sound flow overacut–Bridgingthecontinuitythroughactionanddialogue-editingfilmwithsound without sound. Handling shots–slow motion &Fast motion.				
Unit -IV	Cutting& Rhythm in Editing: Time – Definition of Time – Factors giving time – Timers for the cuts – cutting point – Real time & screen time – Definition of Rhythm - natural rhythm – artificial rhythm – Rhythm in camera movement – containing rhythm in songs and fights. Pace – Definition of Pace – slow-moderate and fast tempo– Tempo and pace in storytelling-affecting tempo.				
Unit -V	Final Mixing: Edge number –EDL, preparing EDL, XML re–recording–Final mix with Dialogue RR and sound effects – Tracks – Mixed Track & International track – Final mixing – Visual special effects– usage of visual effects in creative Editing.				
Reference and Textbooks: Gerald Millerson, video production Handbook, III edition, Focal Press, 2002. Peter W. Rea & David K. Irving, Producing & Directing the short film and Video, II edition, Focal Press, 2001. Deslyver & Graham Swainson, Basics of Video production, II edition, Focal Press, 2001. Deslyver & Graham Swainson, Basics of Video Lighting, Focal Press, 2003					
Outcomes	<ul style="list-style-type: none"> ➤ The students gain noteworthy knowledge in cutting and final mixing. ➤ The students will be able to understand the editing and psychological justification. 				

Course code: 22BVCAP4	Allied Practical-II B	T/P	Credits	H/W
	Practical-IIB – Film Editing	P	2	2
Objectives	<ul style="list-style-type: none"> ➤ To elaborate, the editing software's and theme-based edit then montage. ➤ To study the basic linear editing and Non-linear editing & promo making. 			
Software:	Avid, FCP, Adobe, etc.			
Exercises:	<ol style="list-style-type: none"> 1. Making a materials/ Setting of the LE/NLE work flow 2. Various Project settings/File formats/Input & Output 3. Edit a video clip of 3 minutes duration for a given audio clip. 4. Edit a promo trailer (Movie/Event). 5. Theme based edit – 5 minutes minimum. 6. Montage Song Edit – 5 minutes minimum. 			
Outcomes	<ul style="list-style-type: none"> ➤ The students gain noteworthy knowledge in editing software's and tools. ➤ The students will be able to understand the linear editing & non-linear editing and montage. 			