

# GUJARAT TECHNOLOGICAL UNIVERSITY

## DIPLOMA IN COMMERCIAL ART

Semester: 4

Subject Name **PHOTOGRAPHY AND VIDEOGRPHY**

Sr.No	Course content
1.	<b>Introduction to Photography and Videography</b> 1.1 Definition of Photography and Videography 1.2 Brief History of Photography and Videography 1.3 Basics of Photography and Videography 1.4 Different between Photography and Videography
2.	<b>Light sources for Photography and Videography</b> 2.1 Types of Light sources and classification 2.2 Equipments for Light sources 2.3 Methods of using Light sources Equipments
3.	<b>Equipments for Photography and Videography</b> 3.1 Camera and it's types / Kit bag 3.2 Lenses and Filters and additional attachments 3.3 Tripod Monopod 3.4 Flash Gun / Sun Gun 3.5 Exposure meter / Reader 3.6 Chargers
4.	<b>The method of Photography and Videography shooting</b> 4.1 Types of Photography and Videography 4.2 Study of angle of light source 4.3 Study of selecting angle for shooting 4.4 Make ready for photo or video shoot 4.5 Photography as an International Language 4.6 Types of shots in videography
5.	<b>The method of taking care of Equipment</b> 5.1 Materials for equipment care 5.2 Chemicals for equipment care 5.3 Handling of equipment and care 5.4 Care against weather and atmosphere
6.	<b>The method of Finalizing and finishing</b> 6.1 Use of computer 6.2 Suitable software 6.3 Editing, Mixing , Titling, Touching 6.4 Presentation 6.5 Costing and Estimating the Job
7.	<b>Relativity with advertising</b>

	<p>7.1 Study of Studio Set- Up for photo and Video.</p> <p>7.2 Study of visual language of photography</p> <p>7.3 Study of suitability with particular Ads.</p> <p>7.4 Method of dominating the photo and Video</p>
8.	<p><b>Criticism</b></p> <p>8.1 Find out important and effective points</p> <p>8.2 Moment catching</p> <p>8.3 Story Tells</p> <p>8.4 Demand and suitability</p>

### **LABORATORY EXPERIENCE:**

1. One sheet on ‘ Know your Camera’ Details ( Photo and Video Both )
2. Practice shooting of 5 minutes in videography
3. Photo exposing in different light source
4. Out door photography
5. Indoor photography
6. Short video program shooting and complete with diff. processes
7. Photography for advertising and use
8. Live video program shooting

### **SUGGESTIVE INSTRUCTIONAL STRATEGIES**

<b>Sr No.</b>	<b>Suggestive instruction</b>	<b>Key Resources Needed</b>
1	Lecture and discussion and Library Visit	Books
2	Demonstration and Display , Studio Visits , Library Visit	All Equipments
3	Demonstration and Display, Studio Visits ,Library Visit	All Equipments
4	Demonstration , Lecture , Study Tour	Books
5	Demonstration , Study Tour	Sample Kit of aids
6	Lab. Demonstration and practice ,Computer Practicals	Computer ,Printer,CD Player
7	Advertising Agency and Professional Studio Visit	Studio Set-Up
8	Debate and Group discussion	LCD Projector / OHP

### **NOTE :**

1. The suitable computer software s are needed for teaching at different stages.
2. The suitable Equipments are needed for teaching at different stages.
3. Study Tour is required for actual spot assignment and practice on out door.