



Subject: Photography - DDEFN14217

Type of course: Major

Prerequisite: Basic understanding of mobile or digital camera usage and interest in visual composition, creativity, and design is required.

Rationale: This course introduces students to the fundamentals of photography and helps them develop practical skills in product, landscape, architectural, and theme-based photography. It builds visual storytelling ability, enhances creativity, and prepares students for professional shoots in fashion, commercial, and design related fields.

Teaching and Examination Scheme:

Teaching Scheme			Credits C	Examination Marks					Total Marks
CI	T	P		Theory Marks		Practical Marks (E)		CA (I)	
			ESE	MSE	V	P	ALA		
0	1	4	3	00	00	10	40	50	100

Legends: CI- Classroom Instructions; T – Tutorial; P - Practical; C – Credit; ESE - End Semester Examination; MSE- Mid Semester Examination; V – Viva; CA - Continuous Assessment; ALA- Active Learning Activities.

Course Content:

Sr. no.	Course content
1	Unit –1 Photography Basic 1.1 What is Photography? 1.2 Basics of Photography 1.3 KYC (Know Your Camera) 1.4 Equipment knowledge
2	Unit -2 Product photography 2.1. Food 2.2. Fashion



3	Unit - 3 Landscape Photography 3.1 Architecture 3.2. Landscape
4	Unit- 4 Theme based project 4.1 Identification of theme 4.2. Selection of equipment 4.3. Photography 4.4. Editing of photographs

Continuous Assessment:

Sr. No.	Active Learning Activities	Marks
1	Light & Shadow Walk- Observe natural and artificial light and capture examples, click a different angles of light and shadow and upload the photo on the GMIU web portal.	10
2	Architecture Perspective - shoot a building using 3-4 different angles in different time and upload photo on the GMIU web portal.	10
3	Nature & Landscape Walk - Capture foreground background depth, leading lines of Bhavnagar heritage city and upload Photo on the GMIU web portal.	10
4	Final Collection - Shoot your final collection on the basis of your theme and concept, create background and foreground and upload PPT of sum up photos explaining collection details on the GMIU web portal.	10
5	Attendance	10
	Total	50

Suggested Specification table with Marks (Theory): NA

Distribution of Theory Marks (Revised Bloom's Taxonomy)						
Level	Remembrance(R)	Understanding(U)	Application(A)	Analyze (N)	Evaluate (E)	Create (C)
Weightage	NA	NA	NA	NA	NA	NA

Note: This specification table shall be treated as a general guideline for students and teachers. The actual distribution of marks in the question paper may vary slightly from above table.



Course Outcome:

After learning the course, the students should be able to:	
CO1	Understand the principles of basic photography
CO2	Apply principles of exposure, composition, and lighting in different photography types.
CO3	Create visual images with variety of methods and materials to provide insights and solutions for quality photography.
CO4	Capture high-quality product, food, and fashion photographs using professional techniques.
CO5	Execute a complete theme-based photography project—from concept to editing.

List of Practical

Sr. No	Description	Unit No	Hrs.
1	Know Your Camera (KYC), Camera parts, Lens types, Buttons, settings, modes, every part of camera.	1	4
2	Practice Basics of Photography, Aperture, shutter, ISO, White balance and Focusing techniques.	1	4
3	Composition Techniques, Rule of thirds, Negative space, Leading lines, Symmetry and Texture in all clicks	1	4
4	Light Study & Exposure Practice	1	4
5	Food Photography, Food styling basics, Light setup, Close-up & macro basics, practice with everyday food	2	4
6	Fashion Product Shoot, Apparel, footwear, accessories, Product background setup, Reflector & diffuser use, explore with fashion accessories.	2	4
7	Tabletop Photography Setup, Using props, Studio lighting basics, Shadow control, Shooting reflective surfaces, experiment with the studio lights and in-built the studio in house.	2	4
8	Framing wide shots, Depth, layers, foreground focus while shooting landscape.	3	4
9	Exposure balancing, Color balance capture, monochrome capture, explore nature around color compositions.	3	4
10	Vertical perspective correction, Patterns/lines/forms, while shooting architect building and the heritage building.	3	4
11	Street Photography, capture and play with motion blur and light direction.	3	4
12	Theme selection, Lens choice, Location scouting, Styling direction, Execute concept of your final garment collection.	4	6



13	Cropping, color correction, Filters & retouching and Creating final portfolio panel.	4	4
14	Present final project and reflective journal to jury.	4	4
Total			60

Instructional Method:

The course delivery method will depend upon the requirement of content and need of students. The teacher in addition to conventional teaching method by black board, may also use any of tools such as demonstration, role play, Quiz, brainstorming, MOOCs etc.

From the content 10% topics are suggested for flipped mode instruction.

Students will use supplementary resources such as online videos, NPTEL/SWAYAM videos, e-courses, Virtual Laboratory

The internal evaluation will be done on the basis of Active Learning Assignment

Practical/Viva examination will be conducted at the end of semester for evaluation of performance of students in laboratory.

Reference Books:

- [1] Albu, T & Albright, M.N. (2023) Fashion Portfolio Create, Curate, Innovate, Laurence King publishing.
- [2] Aspelund.K (2006), The Design Process, Fairchild Publications, New York
- [3] Faerm, S. (2012) Design your fashion portfolio, A & C Black publishers Limited.
- [4] Ellinwood J. (2011) Fashion by Design, Fairchild Books.
- [5] Cross N. (2011), Design thinking: Understanding How Designers Think, Bloomsbury

