

# **PHOTOGRAPHY DEPARTMENT**

**University of Allahabad  
(A Central University)**

**B.A./B.Sc. Part - III**



**B.A./B.Sc.**

**Three Years Photography Course**

# **B.A./B.Sc. Part - III**

## **Mass Communication & Photo Journalism**

### **First Paper**

Introduction to Mass Communication. Concept & theories, Communication Concept, Process and Functions. Inter Personal, Group and Mass Communication. Relevance of Communication theories to practice. Model Communication. Impact & effect of Communication. Communication Techniques Feedback & Evaluation of Communication effect. Interview & questionnaires. Methods of Data analysis. Library Search. Language of Communication. Concepts and practice. Language and Communication Language use indifferent media. Language and Society. Media Schemes in India. Evaluation of Press, its role in different socio-economic and political system. Press Laws in India. Communication and Press. Introduction to Radio and Internet as a medium of Mass Communication. Radio development in India. Techniques or radio programs production in India. Introduction of Television as a Media for Mass Communication and its Characteristics. T.V. Programs and techniques of production. Traditional forms of Communication. T.V. is a powerful medium for Mass Communication and Entertainment, Advantage and Dis-Advantage of Cable Net Work. Lecture Demonstration. Print Media, What Paper, its layout, Different layouts, By Line, Advertisements, their placement? Importance, rules and regulations, Yellow Journalism.

## **B.A./B.Sc. Part - III**

### **Audio Visual & Print Media**

#### **Second Paper**

Audio Visual Theories. Prescript stage. Background (Research) Communication objectives, identify and presents. Target audience identifies and presents creative treatment. Writing considerations for different forms of Audio Visual Communication. Black Board presentation on to Charts. Overhead projectors Hand held pictures/Charts/Slides presentation. Multi projector single screen with dissolve. Multi projectors, Multi screen, Multi Screen with Video scope. Film Projectors and Computer. Impasses on Multi Projector, Synchronized Audio Visual Steps for making an Audio Visual. The major steps, Visualization, Photographics, Audio Tracks and pulsing. The Audio Visual Team, Script Wrier, Photographer Graphic Artist, Narrator, Sound Engineer and Recordist, Music Composer, Programmer, Director and Producer. Proposals, outlines, & treatment. News & Current affairs development programs. Documentaries cooperate Audio Visuals. Cinematography its Theories, Scope of Cinematography in the field of Cinema, Mass Communication, and Entertainment. Dcoumentary, Advertisement, Science & Technology. Techniques in Cinematography. Fade-Out, Fade-In Dissolve, Wipe, Cuts, Shots, Long shots, Medium Shots, Extreme Long Shot, Extreme close ups. Sound Recording, its various types, and comparison, Editing and Vision Mixing, Character generator. High Speed Photography, Fast Motion, and Slow Motion. Frames per Second.

## **B.A./B.Sc. Part - III**

### **Practical**

#### **Project Work**

**Any Four of the Following Projects in Consultation with the Teacher Concern :** This work will be submitted in the form of Dissertation to the Practical Examiner at the Final Examination.

**Student will have to use their material for the Project :**

**Prepare two Projects from the Following :** This work will be submitted in the form of Dissertation to the Practical Examiner at the Final Examination.

A set of Advertising Study for a Calendar or a Set of Greeting Card Using:

- (1) Bas Relief Technique.
- (2) Solarization Technique.
- (3) Tone Separation work.
- (4) Photogram Technique.
- (5) Posterization Tech.

A set of Five Exhibition Quality Prints of 10"x12".

A set of About 6 Slides Either in Color or Black & White, Depicting a Theme or a Story.

A Photographi Essay as above consisting of 10-12 Slides in Color.

Prepare a set of 6 Photographs of a Model Using Different Lights.

Prepare a set of 6 Photographs of any Sports Event Using Lenses of Different Focal Lengths.

Prepare a Set of 6 Creative Photographs of Lighting on a Street or a Building at Night.

A series of Eight to Ten Photographs of a Model, showing different Dresses, Foot-Ware, Cosmetics.

A Photographic Essay on any theme or Subject of 7"x9" in size.

A set of 6 of Advertising Studies for a Calendar, Birth Day Cards, Wedding Cards.

A view of Allahabad Consisting 6 Prints of 7"x9" in size.

Study the Effect of Different Exposure and Various Developing Time on a Still Life Object showing Tones, Texture and Lighting.

Dark room Work should be continued with a view to Develop a Professional Expertise in handling of Raw and Sensitive material Measurement of Density.

14. Comparative study of the Effect obtained by the Use of Normal, Wide Angle, Telephoto and Zoom Objectives.

15. Determination of Resolving Power of Objectives using Standard Chart.

Out Door Photography including use of Filters. This should Include Out-Door Portraiture, Candid Photographing Street Scenes, Moving Objects, Architectural Monuments & Landscape Photography.

Portraiture with Model and Different Type of Lighting to Suit them, by Daylight, Artificial and Flash.

Light, Using Different Cameras, Lens and Films.

18. Color Photography, Both Reversal and Negative Materials, Including Processing and Printing Study the Work of Different Top Photographers of the Country and of International repute.

19. Make Photographs of Machinery and Lab. Equipment Model and Layout, Display of Consumers Product, Art.

Objects. Domestic and Industrial, Interior, Museum objects, Using

a Technical Or Mono-Rail Camera, Making Your self thoroughly familiar with all the Accessories and Moment. The effect Produced by their use and the Situations where their use is necessary.

20. Micro Photography, Using Extension Bellows and Extension Rings. Photo-Microphotography with various. Illumination, Dark Field of Transparent and Solid Objects, Mono-Chrome and Colors.

21. Make a Series of Photograph to illustrate a eport on a Industrial Process of Development of Project.

Selecting and Drawing attention to the Most Significant Stage.

Make some Photograph, either in color. Black and White of Some Consumers Goods for direct or Indirect.

Advertising or for a Calander for some Public Utility service.

22. Prepare a Photographic Essay in Color or Black & White on any Topic of General Interest for a Magazine or an Exhibition or Lecture.

Practice Different technique of Reprography, Document and Copying by Contact or Reflection to Microfilming.

23. Make short Action Sequence 20-30 Sec. On One suitable Action. Animate a Series of Drawing Current Fashion, Light Dress, Foot-Ware, Jewelry etc.

# **UNIVERSITY OF ALLAHABAD**

## **PHOTOGRAPHY DEPARTMENT**

**THREE YEARS DEGREE COURSE**

**B.A./B.Sc. Part-3**

### **PRACTICALS**

**ALL WORK SHOULD BE PRESENT ON PEN DRIVE OR D.V.D.**

### **PROJECT WORK**

ANY FOUR OF THE FOLLOWING PROJECTS IN CONSULTATION WITH THE TEACHER CONCERN. THIS WORK WILL BE SUBMITTED IN THE FORM OF DISSERTATION TO THE PRACTICAL EXAMINER AT THE FINAL EXAMINATION.

1. A set of advertising study for a calendar or a set of greeting card using bas relief technique, solarization technique, tone separation work, photogram technique, posterization technique.
2. A set of five exhibition quality prints of 10"x12" size.
3. A photographic essay as above consisting of 10-12 prints.
4. Prepare a set of 6 photographs of a model using different lights.
5. Prepare a set of 6 photographs of any sports event using lenses of different focal lengths.
6. Prepare a set of 6 creative photographs of lighting on a street or a building at night.
7. A series of 8 to 10 photographs of a model showing different dresses, foot-ware and cosmetics.
8. A view of Allahabad consisting 6 prints of 7" x 9" in size.
9. Study the effect of different exposure time on a still life object showing tones, texture and lighting.
10. Comparative study of the effect obtained by the use of normal, wide angle, telephoto and zoom objectives.



11. Determination of resolving power of objectives using standard chart.
12. Out-door photography including use of filters. This should include out-door portraiture, candid photography, street scenes, moving objects, architectural monuments and land scape photography.
13. Portraiture with model and different type of lighting to suit them, by day light, artificial and flash light, using different cameras and lens.
14. Work of different top photographers of the country and of international repute.
15. Make photographs of machinery and lab. Equipment model and layout, display of consumers products, art objects, domestic and industrial, interior, museum objects.
16. Micro photography, using extention bellows and extention rings. Photo micrography with various illumination, dark field of transparent and solid objects, mono-chrome and colors.
17. Make a series of photographs to illustrate a report on a industrial process of development of project. Selecting and drawing attention to the most significant stage. Make some photographs of some consumers goods for direct or indirect advertising or for a calander for some public utility service.
18. Prepare a photographic essay on any topic of general interest for a magazine or an exhibition or lecture.
19. Make short action sequence 20-30 sec. on one suitable action. Animate a series of drawing, current fashion, light dress, foot-ware, jewelry etc.
20. Close-up photography consisting 7-10 photographs.
21. Make some landscape, water scape or glass image photographs using polarizing filter.