



व्यावसायिक और तकनीकी शिक्षा के लिए राष्ट्रीय केंद्र NATIONAL CENTRE FOR VOCATIONAL AND TECHNICAL EDUCATION

In associated with NCVTE Council for Vocational and Technical Education,
An Autonomous, NCT NEW DELHI, Incorporated by GOVERNMENT OF INDIA.
Collaboration with under a scheme of Ministry of Human Resource Development,
GOVERNMENT OF INDIA.

MEDIA EDUCATION **SYLLABUS**

NCVTE DIPLOMA IN DIGITAL PHOTOGRAPHY - VCE001
COURSE DURATION: ONE YEAR

SUBJECTS & PAPERS

S.No	SUBJECT CODE	SUBJECTS
1	VCE001-01	HISTORY OF PHOTOGRAPHY
2	VCE001-02	BASIC PHOTOGRAPHY TECHNIQUES
3	VCE001-03	ADVERTISING PHOTOGRAPHY
4	VCE001-04	PHOTO RETOUCHING USING SOFTWARE
5	VCE001-05	SPECIALISATION IN FASHION, WILDLIFE, TRAVEL
6	VCE001-06	PRACTICAL



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HISTORY OF PHOTOGRAPHY - VCE001-01

Etymology - Early history of the camera - Before 1700: Turin Shroud and light sensitive materials - 41700 to 1802: earliest concepts and fleeting photogram results - Schulze's Scotophorus: earliest fleeting letter photograms (circa 1717) - De la Roche's fictional image capturing process (1760) - Scheele's forgotten chemical fixer (1777) - Thomas Wedgwood and Humphry Davy: Fleeting detailed photograms (1790?-1802) - Jacques Charles: Fleeting silhouette photograms (circa 1801?) - 1816 to 1833: Niépce's earliest fixed images- 1832 to 1840: early monochrome processes - 1850 to 1900 - Popularization - Early photography in India - Colour process - Development of digital photography.

BASIC PHOTOGRAPHY- VCE001-02

Human Eye and Camera. Basics of Camera.(aperture, shutter speed, focal length, f-stop, depth of field etc.,) Camera operations. Types of Camera. Types of Lenses. Visual Perception - Experiencing equipment— different types of cameras, lenses, filters, bellows, converters - Understanding lighting—indoor and outdoor, Exposing and Focusing, Types of lighting, Natural and Artificial Lights, Controlling lights, Exposure Meters, Differential focus, Filters, Flashes. Designing with light - Types of Film -Sensitivity, Temperature, Speed etc., Reversal Films. Manipulation of Colour and Light. Black and white and colour photography—negatives, colour materials, processing and printing - Basic Requirements, Equipments. Developing Process. Control Factors- Fixing, Washing, Drying. Negative (ideal, identifying faults). Printing (paper, chemicals, Enlarger) etc. Special effects techniques—motion pictures etc., manipulation of image, framing & trimming - Some basic Principles. Aesthetics. Basics of photo-journalism, Photo-features, Photo -essays, Writing captions, Visual story telling. Photography for advertising—Consumer and industrial. Planning a shoot-studio, location, set props and casting.

ADVERTISING PHOTOGRAPHY - VCE001-03

Visual of the product alone (photograph against plain backdrop) - Visual of the product in a setting where it is used. - Visual in use. - Visual of a benefit from using the product. - Visual showing the loss or disadvantage resulting from not using the advertised product. - Dramatization of the headline. - Dramatization of the evidence. - Dramatizing a detail (in the product) - Comparison between two brands. - Contrast between before and after using the product. - Visuals using Trade Characters. - Symbolism. - Abstract illustration (logo) - Continuity strip - Mood setting visual. - Visual of the product in the package. - Visual of the product ingredients or raw materials. - Special effects (freezing movements) - Montage - Visual with models.



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PHOTO RETOUCHING USING SOFTWARE - VCE001-04

ADOBE LIGHTROOM

Adobe is truly the gold-standard when it comes to image editing software. If Photoshop comes off as too complex and cumbersome, then you're sure to love all the incredible effects you can accomplish with Adobe Lightroom. Lightroom allows you to edit your pics in a straightforward, intuitive interface with a host of fantastic features, including:

- Face detection for photo organization
- Camera and lens-based corrections
- Brush and gradient adjustments
- Fixing and blurring tools
- Presets and professional filters
- Customizable sliders
- Multiple device support and sync

You can get Adobe Lightroom and Photoshop together [here in Adobe's Creative Cloud Plan](#).

If you choose to edit in Lightroom, you'll be happy to know that [Envira Gallery](#) and our Adobe Lightroom to WordPress integration allow you to easily sync your Lightroom photo galleries with your website.

ADOBE PHOTOSHOP

- Sophisticated touch-up and retouching features
- Extensive filters and brushes
- Multi-layer editing
- 3D design functionality
- Pro editing tools
- Best-known photography software
- How to Crop Images in Photoshop
- Auto Tone, Auto Contrast and Auto Color
- How to Sharpen Images
- How to Remove Skin Blemishes
- How to Reduce Wrinkles
- Smooth and Soften Skin with Photoshop
- How to Change Eye Color
- How to Change Hair Color
- How to Whiten Teeth
- Changing Colors with the Color Replacement Tool
- Removing Backgrounds with the Background Eraser Tool
- Convert Color Photos to Black & White.



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SPECIALISATION IN FASHION, WILDLIFE, TRAVEL PHOTOGRAPHY - VCE001-04

Photography record should contain at least 15 black and white and 15 colour photographs. Each exercise should include all the necessary details (colour, exposure time, lens type etc.). Final practical examination will test students knowledge on photography (either as a viva or written exam or practical work on fundamentals of photography). Following themes should be covered (minimum)

Exercises

1. Landscape (scenic, people, birds/animals, monuments)
2. Portraits
3. Photo feature, photo language
4. Environmental exposure –
5. Silhouette
6. Freezing movement
7. Panorama
8. Montage
9. Indoor photography
10. Industrial photography
11. Special effects