

Program	BS PR & Advertising	Course Code	PRAD-210	Credit Hours	3
Course Title	PHOTOGRAPHY				
Course Introduction					
This course introduces the principles and practices of photography, emphasizing the role of visual storytelling in media and development communication. It covers technical skills, ethical considerations, and the use of photography to document and communicate social issues.					
Learning Outcomes					
By the end of this course, students will be able to:					
<ol style="list-style-type: none"> 1. Comprehend various roles, functions, and practicing techniques of photography. 2. Develop technical proficiency in photography, including composition, lighting, and post-processing. 3. Understand the ethical issues and responsibilities involved in photography. 4. Use visual storytelling to effectively communicate development issues and engage audiences. 					
Course Content				Assignments/Readings	
Week 1-2	<ol style="list-style-type: none"> 1. Understanding Photography 2. Foundations of Photography 				
Week 3	<ol style="list-style-type: none"> 3. DSLR Camera for Photography 4. Light for Photography (Light and The Light Meter) 				
Week 4	<ol style="list-style-type: none"> 5. Understanding Ambient Light and Flash Light 6. Understanding Exposure and Zone System 				
Week 5	<ol style="list-style-type: none"> 7. Lenses for Photography 8. Digital Image today's Photography (Science, Illusions, Ethics and Truth) 				
Week 5-6	<ol style="list-style-type: none"> 9. Developing of Photographs (Digital Darkroom) 10. Digital/Black & White Images for Photography 11. Picture Editor 				
Week 7-9	<ol style="list-style-type: none"> 12. Understanding Photography 13. Methodologies of Photography 				
Week 10	<ol style="list-style-type: none"> 14. Visualization 				
Week 11-12	<ol style="list-style-type: none"> 15. Photographic Composition 16. Understanding Picture Categories 				
Week 13-14	<ol style="list-style-type: none"> 17. History and Tradition 18. Law, Ethics and Cultural Values in Photography 				
Week 15-16	<ol style="list-style-type: none"> 19. The Future Press Photographer 20. The Electronic Photography 21. The Photographic Assignments 				
Textbooks and Reading Material					
<ol style="list-style-type: none"> 1 Monk, B. (1991). 1000 Photography Hints, Octopus Books 2 Newton, J. (2013). The burden of visual truth: The role of photography in mediating reality. Routledge. 3 Peter B. (2006). Cities: Photographing American Urbanization, 1839–1939 (Albuquerque, New Mexico: University of New Mexico Press, 2006), pp. 271-348. 4 Stott, W. (1973). Documentary Expression and Thirties' America (New York: Oxford University Press. 5 Will, S. (2007). "John Beasley Greene", Encyclopedia of Nineteenth Century Photography New York and Oxford, England: Routledge, pp. 619-622 					
Teaching Learning Strategies					
1. Class Discussion					

2. Projects / Assignments
3. Group Presentations
4. Students led presentations
5. Thought Provoking Questions
6. Field Visits and Guest Speakers

Assignments: Types and Number with Calendar

Assignments may include special reports, projects, class presentations, field work. The nature of assignment will be decided by the teacher as per the requirements of the course.

Assessment

Sr. No.	Elements	Weightage	Details
1.	Midterm Assessment	35%	Written Assessment at the mid-point of the semester.
2.	Formative Assessment	25%	Continuous assessment includes: Classroom participation, assignments, presentations, viva voce, attitude and behavior, hands-on-activities, short tests, projects, practical, reflections, readings, quizzes etc.
3.	Final Assessment	40%	Written Examination at the end of the semester. It is mostly in the form of a test, but owing to the nature of the course the teacher may assess their students based on term paper, research proposal development, field work and report writing etc.