CBEL Code: ELO-103
Course Name: Product Photography
Duration: 40 Hours

Credits: 4		
Lecture Hours	**Practical/Activity Hours**	**Mode**
16	**24**	**Blended**

Overview

This course is basically for in-depth knowledge on commercial photography, especially product photography. The objective is to provide hands on training of professional product photography. By the end of the course the learners will be able to learn and apply photography techniques suited for product promotion and marketing across e-commerce, m-commerce, other electronic and print media.

COURSE STRUCTURE					
Lecture	**Content / Topic**	**Hours**	**Activity / Assignment**	**Hours**	**Bloom's Level**
L1	Introduction + Exposure Triangle	2			1, 2
L2	Focal Length & Depth of Field	2	A1	2	1, 2
L3	Composition + Analysis on A1	2			2,3
L4	Lighting	2	A2	2	2, 3
L5	Table Top Lighting + Analysis on A2	2			2, 3
L6	Product Lighting	2			2, 3
L7	Analysis on A3 and Instructions on Summative A4	2	A3	4	2, 3, 4
L8	Analysis on A3 and Instructions on Summative A4	2			2, 3, 4
Total Hrs. of Lectures – Interaction [L1 – L8]		**16**			
Total Hrs. of Activities – Assignments [A1 – A3]				**8**	
Course end Activity [A4]				**16**	3, 4, 5, 6

LECTURE WISE CONTENT

Lecture 1 > Exposure Triangle
- Aperture, Shutter Speed and ISO in photography.
- Reflected & Incident Metering system.
- Exposure Compensation
- Histogram

Lecture 2 > Focal Length & Depth of Field
- Application of Focal Length
- Depth of Field and its application

Lecture 3 > Composition
- Aesthetic of photography.
- Rule of Thirds
- Golden Rule
- Framing & Angle
- Patterns & Forms

Lecture 4 > Lighting
- Sources of Light
- Hard light vs Soft Light
- Lighting by Position
- Lighting by Function
- Studio Lighting
- Accessories and Modifiers

Lecture 5 > Table Top Lighting
- Different Types & Styles

Lecture 6 > Product Lighting
- Different Types & Styles

Study Materials & References:

● PPTs, E-notes & Audio-Visual materials (to be provided by the faculty/co-ordinator)

● Lighting for Product Photography by Allison Earnest

● Product Shots- A guide to Professional Lighting Techniques (Pro-Lighting) by Roger Hicks & Frances Schultz

● Food Photography by Joe Glyda

ASSESSMENT SCHEME

- Interim Formative Assessment [A1-A2-A3: 8 Hours]
- Course-end Summative Assessment [A4: 16 Hours]

Formative Assessment - X					
Sl No.	**Slot**	**Hours**	**Content / Topic**	**Assessment Type**	**Marks**
A1	L2	2	Content / Topics covered in L1 & L2	Practical	20
A2	L4	2	Content / Topics covered in L1 - L4	Practical	20
A3	L7	4	Content / Topics covered in L1 – L7	Practical	20
				Total [A1 + A2 + A3]	**60**
Summative Assessment - Y					
A4	Post L8	16	Content / Topics covered in L1 – L8	Practical: Live Project	**40**

Computation of Final Score:
- **Summation of A1, A2, A3 & A4**

Gradation Scheme:
- 90 – 100: O: Outstanding
- 80 – 89: A: Excellent
- 70 – 79: B: Very Good
- 60 – 69: C: Good
- 50 – 59 : D : Pass

Eligibility for Certification:
- Attendance & active participation in lectures/interactions
- Completion/submission of all the four activities/assignments as part of Formative Assessment [A1, A2 & A3] & Summative Assessment [A4]
- Obtaining minimum Grade D as per the formula for computation of Final Score stated above

NB: A candidate must satisfy all the criteria mentioned in order to receive the course completion certificate