



# Bharath

INSTITUTE OF HIGHER EDUCATION AND RESEARCH

(Declared as deemed to be university under section 3 of UGC Act 1956, vide notification No.F.9-5/2000-U.3)

## SCHOOL OF ARTS

Date:15.12.2017

### CIRCULAR

**Sub: Organising Value added Course: Courses on Advertising photography- reg.,**

With reference to the above mentioned subject, we bring it to your notice that School of Arts, Bharath Institute of Higher Education & Research is organising **Value added course "Courses on Advertising photography"**. The syllabus and registration form is enclosed below.

The candidates those who are interested to join must fill the registration form and submit to the Course Coordinator Ms.Niraimathi, Department of Visual Communication on or before 04.01.2018.The Registration form received after the mentioned date shall not be entertained under any circumstances.

Dean-Faculty of Arts & Science

Dean-Faculty of Arts & Science

Bharath Institute of Higher Education & Research

(Declared as Deemed to be University U/S 3 of UGC Act. 1956)

Chennai-600 073. INDIA

Encl: A copy of Syllabus & Registration form

Copy To:

- 1.All HODs
- 2.Office File/ Notice Board
- 3.Course Coordinator



# Bharath

INSTITUTE OF HIGHER EDUCATION AND RESEARCH

(Declared as deemed to be university under section 3 of UGC Act 1956, vide notification No.F.9-5/2000-U.3)

## SCHOOL OF ARTS

### Registration Form

### Value Added Course

Date: 17/1/2018

Name : Rahul.S  
Reg.No. : 017CA042  
Gender : Male  
Department : BCA  
Year :  
Contact No. : 9436248180  
Email ID :  
Course Applied For : Advertising photography

Rahul  
Signature

Bharath Institute of Higher Education & Research  
 School of Arts  
 Students Registration List  
 Value Added Course: Courses on Advertising Photography

S.NO	REG.NO	NAME OF THE CANDIDATE	DEPARTMENT
1	U17CA025	ISAC NEWTON M	BCA
2	U17CA031	POORNIMA G	BCA
3	U17CA041	SHALINI S	BCA
4	U17CA042	RAHUL S	BCA
5	U17CA063	ASWIN S	BCA
6	U17CA072	PRAVEEN M	BCA
7	U17CA073	RAKUL K	BCA
8	U17BA004	KARTHICK J	BBA
9	U17BA013	PRAGADEESH K	BBA
10	U17BA018	MAHENDER SURESH KHONDE	BBA
11	U17BA022	MONISHA S	BBA
12	U17BA023	C MADHAN	BBA
13	U17MI010	SHABANA YASMEEN A	MICRO
14	U17MI022	SURYA R	MICRO
15	U17MI023	MOHAN RAJ R	MICRO
16	U17MA011	VIJAY B	MATHS
17	U17MA019	DEEPAKRAJ M	MATHS
18	U17MA022	DHIVYA V	MATHS
19	U17MA023	KALAIVANI R	MATHS
20	U17CI009	ANTONY LEO SEBASTINE P	CHEM
21	U17CI014	MOHANRAJ V	CHEM
22	U17CI019	MUKUNDA KUMAR D	CHEM
23	U17CI020	GOWTHAM D	CHEM
24	U17PS006	MEGALA M	PHYSICS
25	U17PS014	MADESH M	PHYSICS
26	U17PS023	AASHA N	PHYSICS
27	U17PS026	HARIHARAN G	PHYSICS
28	U17PS027	PADMA PRIYA D	PHYSICS
29	U17SC004	ANANDH RAJ J	CS
30	U17SC008	REVATHI R	CS



**Shaheed**  
INSTITUTE OF HIGHER EDUCATION AND RESEARCH  
(Declared as deemed to be university under section 3 of UGC Act 1956, vide notification No.F.9-5/2000-U.3)

## **SCHOOL OF ARTS**

### **Department of Visual communication**

#### **Value Added Course**

**Course name : Advertising photography**

**Course duration : 30 Hours**

#### **Syllabus**

Camera body & its function  
Lens, Aperture, focus and other functions  
Shutter and Shutter speeds.  
Exposure practice – Auto & Manual  
White balance  
Files and formats.

Horizontal and Vertical Composition  
Types of Shots  
Camera Angles

Lighting and Exposure  
Exposure practice in natural light  
Exposure practice in Studio lights  
Fashion photography basics  
Advertising photography basics  
Product photography

#### **Exercise in various types of advertising photography**

Model photography (Outdoor)  
Product photography (Outdoor)  
Model photography (Indoor)  
Product photography (Indoor)  
Advertising photography

**Bharath Institute of Higher Education & Research**  
**School of Arts**  
**Course TimeTable**

**Value Added Course: Courses on Advertising Photography**

**Course Duration:30 Hrs**

S.No	Date	Time	Hour
1	18/1/2018	2.00-3.00p.m	1
2	20/1/2018	10.00-12.00p.m	2
3	23/1/2018	2.00-4.00p.m	2
4	27/1/2018	10.00-12.00p.m	2
5	31/1/2018	2.00-3.00p.m	1
6	03-02-18	10.00-12.00p.m	2
7	06-02-18	2.00-4.00p.m	2
8	10-02-18	10.00-12.00p.m	2
9	13/2/2018	2.00-3.00p.m	1
10	17/2/2018	10.00-12.00p.m	2
11	20/2/2018	2.00-4.00p.m	2
12	24/2/2018	10.00-12.00p.m	2
13	26/2/2018	2.00-4.00p.m	2
14	01-03-18	2.00-4.00p.m	2
15	03-03-18	10.00-12.00p.m	2
16	07-03-18	2.00-3.00p.m	1
17	10-03-18	10.00-12.00p.m	2

**Bharath Institute of Higher Education & Research**  
**School of Arts**  
**Department of Visual communication**

**Lesson Plan**

Value Added Course: Advertising Photography			Course Duration:30 Hrs	
S.No	Date	Topic	Time	Hour
1	18/1/2018	Basics of photography	2.00-3.00p.m	1
2	20/1/2018	Basics of lighting	10.00-12.00p.m	2
3	23/1/2018	Advertising and product photography	2.00-4.00p.m	2
4	27/1/2018	Camera body & its function	10.00-12.00p.m	2
5	31/1/2018	Lens, Aperture, focus and other functions	2.00-3.00p.m	1
6	3/2/2018	Shutter and Shutter speeds.	10.00-12.00p.m	2
7	6/2/2018	Exposure practice – Auto & Manual	2.00-4.00p.m	2
8	10/2/2018	Files and formats.	10.00-12.00p.m	2
9	13/2/2018	Horizontal and Vertical Composition	2.00-3.00p.m	1
10	17/2/2018	Types of Shots	10.00-12.00p.m	2
11	20/2/2018	Camera Angles	2.00-4.00p.m	2
12	24/2/2018	Lighting and Exposure	10.00-12.00p.m	2
13	26/2/2018	Fashion photography basics	2.00-4.00p.m	2
14	1/3/2018	Advertising photography basics	2.00-4.00p.m	2
15	3/3/2018	Product photography	10.00-12.00p.m	2
16	7/3/2018	Model photography (Outdoor & Indoor)	2.00-3.00p.m	1
17	10/3/2018	Product photography (Outdoor & Indoor)	10.00-12.00p.m	2



**SCHOOL OF ARTS**

**Course Feedback form**

**Value Added Course**

Date: 12/3/18

Course Title: Courses on Advertising Photography

Name: Rahul S  
RegNo: U17CA042  
Department: BCA

S.No	Particulars	1	2	3	4	5
(1. Very Unsatisfied 2. Unsatisfied 3. Neutral 4. Satisfied 5. Very Satisfied)						
1.	Ojectives of the course clear to you					✓
2.	Course contents met with your expectations					✓
3.	Lecture sequence was well planned					✓
4.	Lectures were clear and easy to understand					✓
5.	Teaching aids were effective				✓	
6.	Instructors encourage interaction and were helpful				✓	
7.	The level of the course					✓
(1. Very poor 2. Poor 3. Average 4. Good 5. Excellent)						
8.	Overall rating of the course:	1	2	3	4	5

Please give Suggestion for the improvement of the course:

Rahul  
Signature



## **Resource person**

Mr. Livingston

Asst.professor,

Department of Cinematography,

Chennai Film School,

Chennai.





**Bharath**  
INSTITUTE OF HIGHER EDUCATION AND RESEARCH

**School of Arts**

CERTIFICATE OF PARTICIPATION

This is to certify that

**S.SHALINI**

has participated in the course on Advertising Photography conducted by  
the School of Arts ,BIHER from January 18, 2018 to March 10, 2018.

*P. Nagarajan*  
P.NAGARAJAN

Course Co-ordinator

*A. Niraimathi*  
A.NIRAIMATHI

convenor

*A. Muthukumaravel*  
DR. A MUTHUKUMARAVEL

Dean Arts & Science