

B.Sc. (Fashion Design): Semester-III BFD 354: FASHION PHOTOGRAPHY	
Teaching Scheme	Examination Scheme
Lectures: Nil	Class Test – 4 Marks
Practical: 2	Teachers Assessment – 2 Marks
Credits: 1	Attendance – 4 Marks
	End Semester Exam – 15 marks

Prerequisite: BFD456 Minor Project, BFD651 Graduation Design Collection

Course Objectives:

1. To provide the basics knowledge of photography.
2. To give the basic working knowledge of a DSLR camera.
3. Describe the elements of photographic lenses.
4. Explain all accessories of camera.
5. To give the knowledge of indoor and outdoor shoot
6. Describe the types and principles of fashion photography.

Detailed Syllabus:

Unit I: Basics of Photography

Basic working of a DSLR camera, Handling Still Camera, Lenses, Photo films, Black and White, Compositions of films, Camera Angles,

Lenses– controlling the image, Photographic lenses – prime & zoom lens, angle of view (Narrow & Wide Angle Lens), Aperture, Focal No. & Focal Length, Depth of focus, Depth of Field and how they work, Lens care.

Unit II:

Lighting, Equipment's, Focusing Lenses, Multi Camera Techniques, Special effects, learning about Software's, Shooting an outdoor or any monument, Lens perspective, film speed, flash gun, light meter Exposure Measurement of light – exposure metering system, Exposure control – relationship between shutter speed and aperture, Camera accessories: Tripod, monopod, filters, Lens hood.

Unit III:

Shooting of a product by creativity, appropriate background and Composition/ see the colors / Black & White Outdoor Shoot: using Digital SLR and Mobile camera/developing an idea and practice taking a Photo feature on a specific topic by using self- clicked photographs from Digital Camera, Photographs should be of postcard size. Assignments on various lights effects. Shooting 'Textures' or various kinds of styles to get an idea of overall fashion.

Unit IV: Fashion photography: Principles, types, history and application.

Unit V: Visit to a studio.

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Course Outcomes:

After completing the course, the student shall be able to:

1. To remember about the knowledge of basic photography.
2. To understand about the working knowledge of DSLR.
3. To apply the knowledge of photography's elements.
4. To analyze about the knowledge of advance photography with indoor and outdoor shoot.
5. To evaluate the knowledge of lenses of photography.
6. To create about the knowledge types and principles of fashion photography.

Suggested Readings

- Basic Photography — John Hedgecoe. London: Collins & Brown
- The Color Photo Book — Andreas Feininger. New Jersey: Prentice-Hall

Note: Latest edition of readings may be used

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