

TECNIA INSTITUTE OF ADVANCED STUDIES

Grade 'A' Institute

Department of Journalism and Mass Communication

Bachelor of Arts (Journalism and Mass Communication)

Scheme and Syllabus (w.e.f. Academic Session 2022-23)

As per UGC Curriculum & Credit Framework for Undergraduate Programme (CCFUP)

(Dec 2022): GGSIP University, Delhi

COURSE CODE: BA(JMC) -154

COURSE NAME: Still Photography Lab

LEARNING OBJECTIVES: This course will provide the learners the following:-

1. Gain hands-on experience with photography equipment and techniques
2. Develop practical skills in composition, lighting, and exposure
3. Enhance creativity and visual storytelling through photography
4. Understand the application of photography in media and communication

PRE-REQUISITES: None

- To have a basic understanding of photography principles.

COURSE OUTCOMES (COs): After completion of this course, the learners will be able to:-

CO #	Detailed Statement of the CO	BTL	Mapping with POs
CO1	Gain hands-on experience with photography equipment and techniques	BTL-3	PO1, PO4
CO2	Develop practical skills in composition, lighting, and exposure	BTL-4	PO2, PO5
CO3	Enhance creativity and visual storytelling through photography	BTL-5	PO3, PO6
CO4	Understand the application of photography in media and communication	BTL-2	PO4, PO7

Mapping of Course Outcomes to Program Outcomes: (Scale - 1: Low, 2: Medium, 3: High)

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9
CO1	3	3	2	2	1	1	2	1	1
CO2	3	3	2	3	2	2	2	2	1
CO3	3	2	2	2	1	1	2	1	1
CO4	2	2	2	3	2	3	1	2	2
Average	2.75	2.5	2	2.5	1.5	1.75	1.75	1.5	1.25


HoD
BA(JMC)-TIAS
HOD- Dept. of J&MC