

MAHARASHTRA STATE BOARD OF VOCATIONAL EDUCATION EXAMINATION, MUMBAI

1	Name of Course	Certificate Course in Digital Photographer				
2	Max no. of Students	25		Course Code - 413202		
3	Duration	1 year				
4	Course Type	Full Time				
5	No. of Days per week	6 days				
6	No. of hours per day	7 Hrs (3 Hrs Theory and 4 Hrs Practical)				
7	Space require	Theory Class Room – 200 sqft Practical Lab – 1000 sqft Total – 1200 Sqft				
8	Entry qualification	S.S.C.				
9	Objective of syllabus	To understant basic Photography, To handle Digital Steel camera, To Handle digital video camera, To edit photographs using computer Software.				
10	Employment opportunities	Photographer in news paper publisher, TV Channel, own photographer business				
11	Teachers Qualification	Graduate with Diploma in Digital Phoptography or Equivalent and 2 yr Experience.				
12] Teaching Scheme – Training System Per Week						
		Theory	Practical	Total		
		18 Hrs	24 Hrs	42 Hrs		
13] Examination Scheme –						
Sr	Paper Code	Name of Subject	Theory/ Practical	Hours	Max Marks	Min Marks
1	41320211	Basic Information Technology	Theory - I	3 Hrs	100	35
2	41320212	Digital Photography	Theory – II	3 Hrs	100	35
3	41320213	Business Economics	Theory – III	3 Hrs	100	35
4	41320221	Basic Information Technology	Practical – I	3 Hrs	100	50
5	41320222	Digital Photography	Practical – II	3 Hrs	100	50
6	41320223	Business Economics	Practical - III	3 Hrs	100	50
				Total	600	255

Basic Information Technology

Theory - I -Basic Information Technology	Practical – I - Basic Information Technology
A] Computer Fundamental	
1] Fundamentals Of Computer Introduction Components of PC The system Unit Front part of system Unit Back part of system Unit CPU Memory of computer Monitor Mouse, Keyboard Disk, Printer, Scanner, Modem, Video, Sound cards, Speakers	List of Practical 1. Working with Windows 2000 desktop ,start icon, taskbar, Recycle Bin, My Computer icon ,The Recycle Bin and deleted files Creating shortcuts on the desktop 2. The Windows 2000 accessories, WordPad – editing an existing document, Use of Paint – drawing tools The Calculator, Clock 3. The Windows Explorer window, concept of drives, folders and files? Folder selection techniques, Switching drives, Folder creation, Moving or copying files, Renaming, Deleting files ,and folders 4. Printing, Installing a printer driver, Setting up a printer, Default and installed printers, Controlling print queues, Viewing installed fonts, The clipboard and 'drag and drop', Basic clipboard concepts Linking vs. embedding,
2] Introduction To Windows 2000/Xp Working with window Desktop Components of window Menu bar option Starting window Getting familiar with desktop Moving from one window to another Reverting windows to its previous size Opening task bar buttons into a windows Creating shortcut of program Quitting windows	5. Moving through a Word document menu bar and drop down menus toolbars 6. Entering text into a Word 2000 document, selection techniques Deleting text 7. Font formatting keyboard shortcuts 8. Paragraph formatting Bullets and numbering 9. Page formatting What is page formatting? Page margins Page size and orientation Page breaks, Headers and footers 10. Introducing tables and columns
3] GUI Based Editing, Spreadsheets, Tables & Presentation Application Using MS Office 2000 & Open Office.Org Menus Opening, menus, Toolbars, standard toolbars, formatting toolbars & closing Quitting Document , Editing & designing your document Spreadsheets Working & Manipulating data with Excel Changing the layout Working with simple graphs Presentation Working With PowerPoint and Presentation	11. Printing within Word 2000 Print setup Printing options Print preview 12. Development of application using mail merge Mail merging addresses for envelopes Printing an addressed envelope and letter 13. Creating and using macros in a document 14. Creating and opening workbooks Entering data 15. Navigating in the worksheet Selecting items within Excel 2000 Inserting and deleting cells, rows and column Moving between worksheets, saving worksheet, workbook
4] Introduction To Internet What is Internet Equipment Required for Internet connection Sending &receiving Emails Browsing the WWW Creating own Email Account Internet chatting	16. Formatting and customizing data 17. Formulas, functions and named ranges 18. Creating, manipulating & changing the chart type 19. Printing, Page setup, Margins Sheet printing options, Printing a worksheet 20. * Preparing presentations with Microsoft Power Point. Slides and presentations, Opening an existing presentation , Saving a presentation
5] Usage of Computer System in various Domains Computer application in Offices, books publication data analysis ,accounting , investment, inventory control, graphics, database management, Instrumentation, Airline and railway ticket reservation, robotics, artificial intelligence, military, banks, design and research work, real-time, point of sale terminals, financial transaction terminals.	21. Using the AutoContent wizard ,Starting the AutoContent wizard, Selecting a presentation type within the AutoContent wizard Presentation type Presentation titles, footers and slide number 22. Creating a simple text slide, Selecting a slide layout Manipulating slide information within normal and outline view, Formatting and proofing text, Pictures and backgrounds, drawing toolbar, AutoShapes, Using clipart, Selecting objects, Grouping and un-grouping objects, The format painter

Theory	Practical
	23. Creating and running a slide show, Navigating through a slide show, Slide show transitions, Slide show timings. Animation effects 24. Microsoft Internet Explorer 5 & the Internet Connecting to the Internet The Internet Explorer program window, The on-line web tutorial Using hyper links, Responding to an email link on a web page 25. Searching the Internet, Searching the web via Microsoft Internet Explorer, Searching the Internet using Web Crawler, Searching the Internet using Yahoo, Commonly used search engines
6] Information technology for benefits of community Impact of computer on society Social responsibilities Applications of IT Impact of IT Ethics and information technology Future with information technology	26. Favorites, security & customizing Explorer Organizing Favorite web sites Customizing options – general, security, contents, connection, programs, advanced 27. * Using the Address Book Adding a new contact Creating a mailing group, Addressing a message, Finding an e-mail address 28. Using electronic mail, Starting Outlook Express Using the Outlook Express window, Changing the window layout, Reading file attachment, Taking action on message-deleting, forwarding, replying 29. Email & newsgroups, Creating and sending emails Attached files, Receiving emails, Locating and subscribing to newsgroups, Posting a message to a newsgroup 30. Chatting on internet, Understating Microsoft chat environment, Chat toolbar

List of Books

Computer Fundamental

- 1] Vikas Gupta Comdex Computer Course Kit First Dreamtech
- 2] Henry Lucas Information Technology for management 7Th Tata Mc-Graw Hills
- 3] B.Ram Computer Fundamentals Architecture and Organisation Revised 3rd New Age International Publisher

List of Tools and Equipment

A] General Class room

Sr	Name of Item	No.
1	Steel lockers 8 compartments with individual lockers (1980 x 910 x 480 mm)	4
2	Chair with writing pad	25
3	Steel almari with self 6.5' x 3' (18 gauge)	2
4	Steel table 4' x 3'	2
5	Teacher chair	2

B] For Computer Fundamental and CAD Practical

Sr	Name of Item	No.
1	Computer System P4 with accessories Complete with license OS. compatible for- to run AutoCAD 2010 and Windows 7 OS.	5+1
2	Plotter- HP Design Jet 500 latest model	1
3	Scanner	1
4	Computer table	5+2
5	Chair for computer	10+2
6	Laser Printer	1
7	M. S. Office Software	1

"Digital Photographer"

Theory – II - Digital Photographer	Practical – II - Digital Photographer
<p>Introduction to Training Familiarisation with the Institute. Importance of trade training. Instruments used in the trade. Handling of TLR, SLR & Digital cameras, manual & autof</p>	<p>Importance of safety and general precautions observed in the trade by the Institution. Care & maintenance of equipments & material.</p> <p>Defination of photography, Introduction to twin lens reflex camera, single lens reflex camera & Digital Camera.</p>
<p>Use of natural light, tungsten light, flourescent light, single & multiple electronic flash, reflectors, exposure meters, studio flash & accessories and guide number.</p>	<p>Light sources for photography. Colour temperature & colour balance.</p>
<p>Use of Panchromatic, Orthochromatic and colour films of various speeds.</p>	<p>Knowledge about different types of films & film speed.</p>
<p>Practice on different types of composition. Taking photographs using different types of lenses using different aperture, shutter speed setting. Taking photographs of portrait, studio photography, commercial / Advertisement photography, sports photography, fashion photography, slow and fast moving objects, functions, machines & processes, landscape, architecture, night photography, children, animal, birds, Shooting spot etc. by Digital Camer</p>	<p>Knowledge of visual composition and aesthetic approaches. Knowledge of still digital camera and its accessories. Knowledge of different types of lenses & their uses. Idea on lens coating, covering power, aberrations of lens, perspective. Conception of aperture, shutter speed, types of shutter, depth of field, use of lens hood, tripod, self timer. Filters- its type & effects. Concept about traditional & digital dark room.</p>
<p>Use of computer operating system, concept of internet, sending photographs through E-Mail.</p>	<p>Knowledge of computer operating system, Internet, E-Mail etc. Knowledge of adequate software on printing generation of print for different digital printer after editing.</p>
<p>Ability of taking printouts of photographs taken by a digital camera from computer printer. Concept of image transportation – floppy, CD & Zip.</p>	<p>Knowledge of computer application regarding process of taking printouts of photographs taken through a digital camera. Knowledge of different types of photo paper required for printing. Knowledge of different types of printer in respect of their resolution</p>
<p>Ability to scan photographs and capture frames through scanner & capture card, editing retouching of photographs using photo editing software.</p>	<p>Knowledge of other different types of capturing methods through scanners, frame grabber with Digital camera. Knowledge of photo editing through different types of updated photo editing softwares.</p>
<p>Handling of digital video camera and other professional updated video cameras and their accessories. Camera movements – Pan –Tilt–Zoom. Dimension of ima</p>	<p>Introduction to Video, use of video as a communication medium, video technology, types of video cameras- their various formats, types of various video tapes. Principle of video recording.</p>

Lighting of different areas of video shooting. Practice on three point lighting, indoor and outdoor lighting etc. Practice on hard & soft lighting. Single camera lighting, bounce lighting, silhouette lighting. Use of reflectors & sceamers through use of camera.	Knowledge of different types of video lighting. Concept of power distribution depending upon the requirement of the light output.
Concept of audio video recording, mixing, editing, dubbing of sound, using different types microphones	Knowledge of sound techniques, recording, mixing, editing, dubbing etc.
Shooting of different areas and topics such as sports, wild life, modeling, drama, documentary, serial, story board making, news, interviews, seminar / workshop, industrial, live broadcasting, musical events, advertisements etc.	Idea of different areas to be selected for shooting.
Idea & planning of production - proposal, scope, script, shot division, visualization according to script, different television terms - cues - commands etc. Accounts & estimating.	Knowledge of idea & planning for production, qualities of a production, principle of direction during production, objectives to be coped with during pre-production, production and post production etc. Equipment requisition & script.

Theory - III and Practical – III - BUSINESS ECONIMICS

Basic Concepts in Economics and Finance (e.g. Assets – Liabilities, Expenses – Income, Depreciation, Cash Vs. Mercantile Accounting etc.

COST ACCOUNTANCY

Introduction, Cost Accounting And Financial Accounting, Concept of Cost Center, Special Types of Cost, Installation of Costing System

ELEMENTS OF COSTS Overheads, Cost Sheets/Costs Statement.

MATERIAL COST Procurement of Materials, Overstocking May have Following Consequences, Understocking May have Following Consequences, Section of Source of Supply, Comparative Statements, Discrepancies in Material Receipts, Excess Quantity Accepted, Excess Quantity Returned, Proper Conduct of Storage Function, Bin Card, Stores Ledger, Bin Card Vs. Stores Ledger, Reconciliation of Bin Card and Stores Ledger, Valuation of Material Movements, Treatment of Shortages, Inventory Control, Techniques of Inventory Control, Calculation of Various Levels

LABOUR COST

Time Keeping, Methods of Time Keeping, Time Booking, Reconciliation of Time Attended and Time Booked, Methods of Remunerating the Workers, Principles of Goods Wage Payment Systems, Comparative Study of Halsey and Rowan System, Important Terms in Cases of Labour Cost, Causes of Labour Turnover, Measurement of Labor Turnover, Calculation of Labour Turnover, Treatment of Idle Time Cost

OVERHEAD COST

Procedure for Charging the Overheads, Actual Vs. Predetermined Overheads ABQorption Rates, Under ABQorption or Open ABQorption of Overheads, Treatment of Under or Over ABQorbed Overheads, Control Over Overheads, Ot her Factory Overheads.

SPECIAL TYPES OF COSTS

PART I – DEPRECIATION

Need for Depreciation Accounting ,Methods for Calculating Depreciation, Practical Consideration Relating to Depreciation

PART II – OBQOLESCENCE

Control Over OBQolescence

PART III – MATERIAL LOSSES:

Accounting and control, Waste, Scrap, Spoilage, Defectives

METHODS OF COSTING

Job Costing, Batch Costing, Contract Costing, Process Costing, Operation Costing, Output Costing, Operating Costing

Role Of Product Management In Marketing And Its Interface With Other Corporate Functions

Conceptual issues- Branding, Market Segmentation, Positioning & Differentiation Strategies, New Product Planning, Distribution Channels: Structure and Strategy, Advertising Planning

Distinctive Aspects of Services Marketing, Developing Frameworks for Analyzing Services, The Customer Experience

Positioning a Service in the Marketplace, Targeting Customers and Building Relationships, Managing Demand

Creating and Delivering Services, Adding Value to Core Products with Supplementary Services, Understanding Costs and Developing Pricing Strategies

Communicating and Promoting Services, Enhancing Value by Improving Quality and Productivity, Developing and Managing the Customer-Service Function

Organizing and Implementing the Marketing Effort, Globalizing Services Marketing

Planning and designing sales promotion program with specific reference to sales contest, trade-in discount, coupons etc.

Brand building including brand image, positioning, brand valuation and measurement of brand equity.

Link between mr and advertising planning the communication process and the feedback loop. Influence of the environment on advertising planning.

Promotion budgeting dividing the budget into advertising and sales promotion activities on the basis of the nature of the product (fmcg, durables, industrial products and services) and the product life cycle.

Books

B.K.Bhar Cost Accounting Academic Publishers, Calcutta

Khan Jain Cost Accounting Tata McGraw Hill

Product Management Majumdar Prentice Hall

Product Strategy and Management Baker, M & Hart S Prentice Hall

Product Management Donald R. Lehmann, Russell S. Winer

Service Marketing Nirgudkar Tata Mc Graw Hill

Service Marketing E Rampal & Gupta Galgotia

Product Management Chunawala Himalaya

Product Management Gupta Wisdom

Service Marketing Valarie A Zeithaml Tata Mc Graw Hill
 Strategic Brand Management Keller Pearson
 Building Strong Brands D.A. Aker --
 Successful Branding Pran K. Choudary --
 Advertising Chunawala and Sethia Himalaya
 Advertising Management David Aker Prentice Hall
 Brand Positioning Subroto Sen Gupta Tata Mc Graw Hill

List of tools and equipments for the trade of “Digital Photographer”

Sl. No.	Items	Qty. (nos.)
1.	Twin lens reflex camera	1
2.	Single lens reflex 35 mm camera with normal lens and hood	1
3.	Single lens reflex 35 mm camera with autofocus lens and hood	1
4.	Digital Still Camera flash card type (Latest model)	2
5.	Digital SLR Camera with CamCorder (Latest model)	1
6.	Digital SLR Camera with detachable recorder (Latest model)	1
7.	Handycam	2
8.	Wide angle lens matchable with Digital SLR camera (24mm, 35mm) each	1
9.	Telephoto lens matchable with Digital SLR camera (210mm, 300mm) each	1
10.	Zoom lens matchable with Digital SLR camera (28-70mm, 70-300mm) each	1
11.	Fish eye lens matchable with Digital SLR camera (17 mm)	1
12.	Camera stand for still camera	1
13.	Camera stand for video (low base)	1
14.	Cable release	2
15.	Different types of filters, (10 types) matchable with camera (Graduated, Star filter, multi image, ND, Sky light, polarizer, each colour filter set, 80B, both for video & still)	1
16.	Extension ring (4 types)	2
17.	Electronic flash gun (Manual & auto) Different types with slave unit	4
18.	Studio light	4
19.	Spot light	2
20.	Electronic umbrella light	4
21.	Air conditioner for studio (1.5 ton)	4
22.	Exposure meter	2
23.	Studio room (30ft. x 30ft. x 18ft. height) fitting with cataract system, light grid, sound proof, AC, with cyclorama	1 room
24.	Studio & class room furniture a) Steel chairs folding type with arm rest for trainees b) Working table moulded	18 18
25.	Computer with multimedia facility and CD writer, floppy drive, CD drive, Zip drive, video capture card (latest configuration) Connected with LAN	9
26.	Inkjet printer with colour cartridge(1200 dpi or higher)	2
27.	Laser printer with colour cartridge (1200 dpi or higher)	2
28.	Scanner (1200 dpi or higher)	2
29.	UPS (5 KVA)	1
30.	Windows operating system 2000 or latest version	1
31.	Photo editing software like photoshop etc.	1

32.	MS-Office 2000 or latest version	1
33.	Free Hand latest version	1
34.	Flash latest version	1
35.	Director latest version	1
36.	Sound Forge latest version	1
37.	Digi Mix latest version	1
38.	Anti Virus software latest version	1
39.	Table for computer, printer and scanner	9
40.	Chairs for computer classes	17
41.	CD writable (latest capacity)	100
42.	CD Re-writable (latest capacity)	50
43.	Floppy (latest capacity)	200
44.	Zip Cartridge	10
45.	Reflectors (Folding Portable)	4
46.	Cool light	4
47.	Multi 10 & Multi 20	10 each
48.	Hard Soft	6
49.	Sun Gun	6
50.	Porto pack light	3 sets
51.	Tape matchable with the camera As per requirement	
52.	Slide & film scanner with adapter for A3	1
53.	Slide & film scanner with adapter for A4	1
54.	VCR according to digital camera	1
55.	VCR with play back adapter for camcorder	1
56.	Play back adapter for video camera	1
57.	Battery charger for still camera	1
58.	Battery charger for video camera	1
59.	Battery for digital SLR camera	12
60.	Battery for digital video camera	12
61.	Microphone (boom)	1
62.	Microphone (lapel)	2
63.	Trolley set 30 ft.	1
64.	Round trolley 30 ft.	1
65.	Cable Sufficient	
66.	Extension Board Sufficient	
67.	BNC cable with various connector (80 ohms) Sufficient	
	440 volt 3 phase line	
68.	Fire extinguisher	4

Optional Tools & Equipments :

1) Over head projector with screen	1
2) LCD Projector	1
3) Digital ProLab Processing equipment	1
