

CMS COLLEGE (AUTONOMOUS)
DEPARTMENT OF COMMUNICATIVE ENGLISH

PHOTOGRAPHY & VISUAL JOURNALISM

COORDINATOR: PRATHIBHA ANN BABY

ADD ON COURSE 3



Course	Details
Code	
Title	Photography and Visual Communication
Degree	B.A
Branch(s)	English Literature, Communication and Journalism
Year/Semester	3/V & VI
Type	Add on
Credits	2

IO No.	Intended Programme Specific Outcomes
	<i>Upon completion of B.A English Literature, Communication and Journalism Programmes, the graduates will be able to:</i>
PSO-1	Learning the art of visual communication
PSO-2	Ability to handle different types of camera.
PSO-3	Develop photography as a hobby and profession
PSO-4	Ability to understand and interpret visual representations

CO No.	Expected Course Outcomes <i>Upon completion of this course, the students will be able to:</i>	Cognitive Level	PSO No.
1	Mastering techniques of photography and producing photos	C	1,2,3
2	Awareness of the significance and power of visual communication	An	1
3	Awareness of ethics of visual communication and social commitment	U	4
4	Photography exhibition at the end of the programme	C	4
5	Produce photo documents of the events.	C	4

Hours: 3 hours /week

*Total Hours: 35 (Including Seminar and formative assessment)

Module	Course Description	Hrs	CO.No.
1.0	Introducing photography.		
1.1	Defining photography and its technologies	1	
1.2	History of Visual arts and evolution of camera	1	
1.3	Modern photography	1	
1.4	Introduction to photography and cinematography	1	
1.5	Types of photography	1	
1.6	Techniques – composition, framing, shutter speed and lighting	1	
2.0	Social media and ethics of visual culture		
2.1	Using social media creatively – ethical problems	4	
3.0	Talk on photography, techniques and benefits	5	
2.3	Industrial visits	10	
2.4	Photo exhibition	10	

*PSO-Program Specific outcome; CO-Course Outcome;
Cognitive Level: R-Remember; U-Understanding; Ap-Apply; An-Analyze; E-Evaluate; C-Create.

Text Books for Reference

1. Seema Hasan, Mass Communication : Principles an concepts, New Delhi: CBS Publishers, 2013
2. Barthes, Roland. Camera Obscura, Hill and Wang, 1980
3. Monaco, James. How to read a film.

B.A. ENGLISH LITERATURE, COMMUNICATION AND JOURNALISM
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ATTENDANCE LIST

Date: 07/12/2019

Time: 10 AM – 1 PM (Forenoon session)

2017 batch	
ABHIRAMI KRISHNA	CHAITHANYA M
AISWARYA RAJ	DONNY AUGUSTINE
AKSHAY PRADEEP	HEERA RAMESH
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CAREN KIRAN	

Name of the Coordinator: Dr. Prathiba Anne Baby



Head of the Department: Dr. Gigy Joseph



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B.A. ENGLISH LITERATURE, COMMUNICATION AND JOURNALISM
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ATTENDANCE LIST

Date: 31/12/2019

Time: 2 PM – 5 PM (Afternoon session)

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Photography and the Visual Communication

Photography and the Visual Communication was offered as an add on course for the students of the sixth semester of BA English Literature, Communication and Journalism in the academic year 2019-2020. The main objective of this add on course was to develop the photographic skills of the students and develop an ability in them to understand and interpret visual communications. Heeding this intention, the department conducted 36 hours of classes (3 hours per week) for the students which included guest lectures and industrial visits. Gradually through the add on course the students mastered the techniques of photography and created an awareness among them regarding the significance and power of visual communication as well as the ethics and social commitment related to it. The students also conducted a photo exhibition which employed the photographs that the students had clicked during the course of the add on course.

Dr Prathibha Anne Baby



Teacher Coordinator



Dr Gigy Joseph



Head of the Department