



KONGU ARTS AND SCIENCE COLLEGE

(An Autonomous Institution, Affiliated to Bharathiar University, Coimbatore)

ERODE – 638 107

DEPARTMENT OF COSTUME DESIGN AND FASHION

VALUE ADDED COURSE (2021-2022)– SYLLABUS

20VCDFP – FASHION PHOTOGRAPHY

Course Objective: The objective of the course is focuses on harvesting the student's photography skills and introducing them to the latest styles and techniques of fashion photography, the course conveys an intense knowledge of the technical aspects of a camera, lighting techniques and students will be able to create synergy between garments, accessories and make-up.

UNIT I	Introduction & Basics of Photography	7 Hours
Photography- definition, historical development of photography, human eye and camera. Basics of photography- different types of camera- box type camera, twin lens reflex camera, single lens reflex camera, digital camera and digital single lens reflex camera		
UNIT II	Parts and Function of Camera	7 Hours
Anatomy of camera, functions of camera- aperture, shutter, lens, film/image sensor, camera accessories. Composition- introduction, elements of composition, rules of thirds, framing, focal length- type of focal length, exposure, depth of field		
UNIT III	Photography Lighting	8 Hours
Lighting- introduction , concept, nature light- characteristics of light, understanding light, times of day to shoot with natural lights, indoor light- light source, types of light, types of lighting equipments, accessories for lighting.		
UNIT IV	Fashion Photography	9 Hours
Fashion photography, history, team building- photographers assistant, fashion models- types, makeup and hair stylist, fashion stylist		
UNIT V	Fashion model and location	9 Hours
Fashion photography location, model poses, application of fashion photography types of fashion shoot. Creating personal style album.		
Total Hours		40 Hours



Dr. N. RAMAN
PRINCIPAL,
KONGU ARTS AND SCIENCE COLLEGE
(AUTONOMOUS)
NANJANAPURAM, ERODE - 638 107


Reference Books

1. The Fashion Photography Course: First Principles to Successful Shoot - the Essential Guide 2,307.43, Author- Eliot Siegel, Publisher -Thames & Hudson, 2008.
2. Pro Digital Fashion Photography: A Complete Reference Guide to the Tools and Techniques of Successful Digital Fashion Photography, Author-Bruce Smith, Publisher - Ilex, 2008.
3. Fashion Photography 101: A Complete Course for the New Fashion Photographers Author- Lara jade, Publisher: Ilex Press; UK ed. edition (1 October 2012)
4. Professional Fashion photography 3320 Author-Robert Färber, Publisher- American Photographic Book Pub. Co., USA 1978.

Course Outcome: On Completion of this course the students will be able to

- Identify current trends and usage of camera
- Build Knowledge on fashion orientated people shots within the studio and natural environment.
- Schedule, coordinate and prop multiple model shoots and locations
- Assemble and produce a personal style card
- Create a studio still life of a fashion accessories and products promotion




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