



## Photography & Videography

*Specialization-Fashion/Wild Life*

# Overview

**Photography & Videography (specialization : fashion / wildlife / table top/ industrial / photojournalism)**

Photography & Videography Course is available for freshers and for those photographers who want to upgrade their knowledge in this genre of photography. At CRAFT, the fashion photography course includes advanced lighting and laying foundations. Fashion photography course also offer workshops on technical sessions and lighting detailed data on the fixed model, etc.

We take you through the basics of the best from your camera, studio lighting, shooting in the studio with live models and working with a team of makeup artists and art directors. Most importantly, in this photography course, one will have the opportunity to build a portfolio during the study under the guidance of the mentor.

CRAFT's photography & videography course will help youngsters enter the exciting world of shooting beauty. Fashion photography course will pave your way to success in the world of glamour. Employment opportunities exist in several fields as: art director / creative director in an advertising agency, photojournalist for newspapers / magazines, still photographer for movie production companies, Technical photographer in research organizations, Law enforcement / forensic / surveillance photographer in police or defense services, Photography teacher in art Institutes or visual / mass communication colleges, lab technician in a color lab, Digital post-production artist in pre-press houses / advertising. This course consists primarily of workshop exercises and assignments with lectures and demonstrations for content

delivery and guidance.

A Photography & Videography Course will make you responsible for composing each frame in a scene to be shot and deciding the lighting and camera angles according to the requirements of the director in Television production. The Videography Course will help you lead the camera/lighting team for television shoot. This course blends traditional filmmaking techniques with the latest digital video and film cinematography. At CRAFT we use the high definition camera for day to day exercises.

There are screenings, lectures, and demonstrations to help the participants understand creative possibilities as one develops an eye for aesthetics. Cinematic possibilities of advanced digital video will be explored. Students will experiment with the creative use of television lighting for talk show or serials. During the videography course one will learn about using the built-in menus of a video camera to control hue, density, and contrast while using lighting equipment and light meters to control image quality.

Photography & Videography Course also includes the use of filters to create dramatic scenes in the studio and on-location. Afternoons and evenings will be spent on location and in the studio under demanding, professional conditions, testing theory, and gaining practical experience in various lighting situations. Variety of lighting styles, like source lighting, mood lighting, stylization, and glamour will be demonstrated through practical situations in the studio.

Videography course also includes workshops that will give the students confidence and technical finesse required to shoot any professional cinematography assignment in the film and television industry. After completing the videography course, the students can easily seek employment with television stations where they can earn anywhere between Rs. 20,000 to Rs. 35,000 per month. In recent times, professional digital photography has made giant strides, both in terms of hardware and software.

In current times, a photography student can see the image instantly after the shot is taken. The student is able to fine tune it immediately. As a result, the learning curve has become steeper. The photography & videography course is based on a holistic, 'hands-on' approach to professional photography.

Teaching methodology includes lectures, slide shows (work done by faculty as well as images from around the world), demos, field trips, assignments, web research and critique sessions. After completing the photography & videography course there are numerous career possibilities as trained professionals.

Photographers who graduate from CRAFT film school will have a variety of career and job opportunities. Broadly, photographers can choose one of the two categories - employment or a freelance career. One can choose specialization for the 2nd Semester namely fashion photography: industrial photography: wild life photography to submit the projects.

### Course Fee:

The total fee in lump sum mode is Rs.75,000/-. In installment method, it becomes Rs.80,000/- . 50% at the time of admission and balance after gap of one month in two installment.

### Class timing & Duration:

The classes for this course take place 5 days a week. There are two batches for the same : 10:00 am to 1:00 pm / 2:00 pm to 5:00 pm. (1:00 - 2:00 is the lunch break) Batch is allocated as per student's convenience depending upon the availability in the preferred batch.

A student who opts for a double course attends the photography classes in the morning batch and editing in the afternoon batch whereas one who opts for direction + photography attends the 2nd batch of photography course. Each student gets the chance to do practical exercise for 2 hours and attend 1 hour of theory class.

This is a one year program. The 1st semester (of 6 months duration) includes class room training in which both theory (1 hour) and practical classes (2-hours) are conducted. In the 2nd semester (of 6 months duration) you will be asked to shoot various projects.

## Syllabus

### MODULE – Type of still cameras

- View Camera ● Viewfinder Camera ● Single Lens Reflex Camera ● Twin Lens Reflex Camera

### MODULE - Part of still SLR-CAMERA. / Digital SLR camera.

Viewfinder, Shutter Release, Shutter, Shutter Speed Control, Film Speed Control, F-Stop Control, Film Compartment, Flash, Hot Shoe Mount, Lens Ring Mount

### MODULE: -. BASIC Photographic Image:

Motion picture Photographic Emulation, Film base, Latent image: image formation, Grain, graininess. FILM SPEED

### MODULE: - Exposure control.

Exposure, Film speed. ASA, Shutter speed, Aperture

### MODULE: composition rules

Line, Shape, Color, Texture, Direction, Size

### MODULE: Lens:

**Resolving power:** definition Focal length, Prime lenses/block lenses, Zoom lens, Angle of view, Normal lens, Telephoto lens, Wide angle lens, Macro lens/micro lens, Converter, Idea of perspective, Zoom ratio, lens speed, Depth of field, Depth of focus, Hyper focal distance, Lens. Companies. Carl Zeiss, Angenieux.

### MODULE: - ADVANCE Photographic Image:

Halation, Anti halation backing, Sensitometry, logarithmic scale, Opacity, Density, Base densities, Relation between Density and fog level, Characteristic Curves, D-max D-min,





# Photography & Videography

Shoulder, Toe, Gamma, Density measurement, Black and white density

## MODULE: - ADVANCE EXPOSURE CONTROL

Exposure test, Metering, Exposure latitude, Light meters, Incident light meter, Reflected light meter, 18% grey card, Zone System - Ansal Adam,

## MODULE: - Color temperature

## MODULE :- Color FILMS for still photography

Film speed, Contrast, Color reproduction, Structure of the colour film, Color negative processing, Various types of still photography films, Negative processing. D-41, 8. Transparency and processing E-6

## Colour and contrast

Primary colour, Secondary colour, Tints and shades, Colour mixing, subtractive and additive, Complementary colours, Basic properties of colour, Hue, value, saturation, Brightness and luminosity, Warm and cool colour, Colour relationship, harmonious, contrasting, Neutral colour, Colours and lights, Colour Psychology

## MODULE: - Camera filters: for black and white / color Motion picture

Filter factor, Filter grades, UV filter, Infra red filter, Neutral density filter, Colour gradation, Polarizing filter, Spl effect filters, Diffusion filters, Fog or pro-mist filter, Contrast control filter, Star effect, Filter for black and white, Colour conversion. 80B, 85, Y-1. Filter, Sepia filter, Day for night, Contrast viewing filter, Close up and split Field, Hand made filter, 85 and ND mixed, Florescent correction filter, Mixed light situation

## MODULE: - VARIOUS TYPES OF lights.

Tungsten lamps, quartz lamp, arc lamp, Fluorescent tube lights, Full spectrum fluorescent, Flicker free Lights, HMI, Muti-20, Muti-10, baby, solar, 5K, Mini Brute, Strobe lights, Kino-Flo spl lights, Fresnal spot, Follow spot, Disco -lights, Cyclorama/background lights, Soft Box lights, Use of cutter stand, black cloth, Use of Skimmer and satin cloth, Various diffusion materials, Control of intensity, Barn doors, Use of reflectors, Outdoor location lighting, Studio lighting, Day for nights, Night exterior.

## MODULE: Lighting tools to control the Light.

Cutter stand, Black cloth, Black paper, Thermo coal, Gateway paper, Butter paper, Barn door, Skimmer, Magic arm, Tarrapa cutter, C-clamp, U- Clamp.

## Videography modules:

### Principle of Television:

Interlace scanning, Horizontal scanning, Vertical scanning, Line interval, Horizontal sync, Vertical interval, Sync pulse generator, Vertical resolution, Horizontal resolution and band width, Colour composite Video signal, Colour Television systems (PAL, SECAM, NTSC), Colour Principles, Colour bars, Split Fields, How to adjust Colour Monitor

## Video camera:

Pick up Device, Optical section, Charge Couple Device-CCD, Interline transfer, Frame transfer, Comparison between it and ft sensor, Electronic Shutter, Handling highlight, HAD sensor, Advantages/ limitation / resolution of CCD, Corrections applied to video processing, Shading Corrections, Aperture Correction, Flare Correction, ABL, Gamma correction, Chrome gamma/colour correction, Digital Signal processing in camera.

## Video camera ACCESSORIES:

Zoom lens, View Finder, Microphone, Test chart, Battery, AC adapter, Camera cable, Care and handling of the Equipment

## Functions and Controls of Video Camera.

Colour Bar, Power on/off, VTR on/off, Zoom control, Iris Control auto/ manual, Viewfinder, Earphone, CCU cable connector, Camera Connector, Video out, Battery carrier, Mikes in, Low light On/off, Viewfinder Controls, Eye Piece Focus, Zebra on /off, Marker, Viewfinder indicators, CG, Black Level/white balance, Iris, Audio, Gain DB, Filter selection, Colour Temperature, Tape end, Ape position, Black stretch, Shutter/various speed of electronic shutter, Tone, Various Controls and how to use them, Lens controls, Back focus and how to set it, Macro Focus, Gen Lock, Multi-core camera cable

## MODULE: Camera support for video /film cameras:

Tripod, Type Of heads, Trolley dolly and cranes, Large camera Cranes, Fixing camera to vehicle, Remotely controlled camera system, Hand held camera, Steady cam, Rigging material, Chicken box.

## Video Recording

Composite and component, Principle of video recording, VTR formats, Digital Recording Formats, Ampex: - DCT, Chromo Sampling Methods, Video compression, JPEG, MPEG, MPEG-1, MPEG-2, Editing and compression, Digital sampling and storage, DV formats from Panasonic DVC-pro: DVC-pro.25: DVC - pro. 50, DV formats from Sony:

## Recording Formats:

BETCAM -SX, DIGI- BETACAM, DV-CAM, HD-CAM, HD, HD-V, XD-CAM/CINE ALTA, MPEG-IMAX

Feature comparison in various Popular camera Models of Sony/Panasonic

DSR-400.P, DSR-450.WSP, DSR-250.P, DSR-PD.170.P, HDV-HVR-Z1.E, HDV-HVR-A1.E, PDW-530.P/510.P, VARIOUS STUDIOS -VTR, DR.1000AP-HARD DISK RECORDER, MSW-970.P. (MPEG...IMX.)

# OTHER CAMCORDER OF VARIOUS SHOOTING FORMATS of Sony compatibility of Dvcam and Dvc pro format.

Muti-camera system and ONLINE prod.

CCU, TIME BASE ERROR, Imp points about Muti camera system.

## Video Signal measurement tool

Waveform monitor, Monitoring the video signal, Controlling the camera signal, Stability of the video signal, Vectroscope, Front panel control of Vectroscope, Phase and amplitude of colour vector



### “Time Code” in Video Recording.

LTC, VITC, Various Imp points related to time Code.(trouble shooting scenario)LIGHTING AND CAMERA -Practice exercise at CRAFT:

### List of Pack Shots & Other Exercise

Whisky Bottle (Empty) + Pack, wine bottle, Wine Glasses, Decoration Flowers with long Red Flowers, Decoration Flowers yellow Flowers, Terracota Ash Tray, Coasters with Stand, Coasters with Stand, Cigarettes, Coffee mug, Nesacafe coffee, Ceramic Tooth Brush Holder, Shampoo Bottle, Moisturiser Lotion Bottle, taj mahal Tea, Perfume Bottle -exercise. exam, lighting and camera Practical exercises, Lighting with 1-light key: fill : background, Face light up, key fill back light, Ratio lighting: 1:2,1:3,1:4, Studio lighting - three cameras:- Talk Show, Game Show., technique on lighting control, how to creat Light and shadow Control the Background, how to Control the sharpness of shadow, how to Control the unnecessary spill of light, Concept of lighting various planes., diffusion material, use of satin cloth, barn door. black cloth key+ fill ratio lighting, Various backgrounds for pack shot, Creating various Background patterns and types, Lighting various Planes, Various

clothes/papers/glass as backdrop., background pattern- abstract/ conceptual, background pattern-leaves pattern/ blinds, mood lighting-table lamp, mood lighting - silohette, source lighting-lamp shade/ candle lights, cutting the reflection in glass/copy the photo frame, creating reflections in glass, camera panning: 10 sec / 5 sec/15 sec, camera titling: in 10 sec / 5 sec/15 sec, zooming in/out: 10 sec / 5 sec/15 sec, Track in /out, continuous camera movement-mise-en-scene, 360 rotaion /upside down, mixing various movements, hend held camera vs Steady cam operation, Eye Level, Depth of field Exercise., Sequence light up-LS: MS; CU, Shift Focus/ focus out of focus, Perspective -wide angle attachment, Static camera static Character, Static camera ,moving Character.

Moving camera moving Character, various angles : exploration of sitaiaon, use of reflectors in outdoor, location lighting -indoor outdoor matching, location lighting -night exterior, location lighting- day:use of reflector, satin cloth, malmal, how to shoot documentry, Low key lighting High key lighting, Glamour Portrait/ fashion photography, Available light night situations- interview, how to shoot Coverage of an Event., fashion Portfolio of actor / actress-wild life portfolio.

### CRAFT Studio + Equipment Infrastructure

Lighting Studio : 14x 30 feet :- AIR CONDITIONED					
Equipments	Name	Quantity	9.Cutter Piece		
VIDEO camera	Panasonic HPX-172. ( HIGH DEF. P-2 )	1		Big Wooden Strips	10
VIDEO camera	Sony handy cam DCR-HC 38E	2		Small Wooden Strips	10
Film camera	blackmagic-Cinema camera	1	10. Net Frame	Big Frame	2
STILL camera	Nikon D-40 Digital camera	1		Small Frame	3
STILL camera	sony-dsc-HX-1. E-32.with extra battery	1	11. Lights	Baby light 1 KV.	5
STILL camera	canon-550-D( TWO CAMERAS)	2		Multy 10 , 1KV.	5
STILL camera	sony-dsc-H-55. E-32	1		Photopro 23,Studio Flash light 230V.	2
2. Tripods:-	Manfroto MVB - 525	1	12. Black Cloths	Prostar M237,Studio Flash Light 230V.	10
4.Memory Card	Sony Head phone MDR- X D 300	1		Medium Size	1
	Panasonic 2GB	1	13.STUDIO SIZE	Large Size	1
5.Reflectors	D-40 2GB	1	14 BACGROUND	12X20 FEET	1
	Flexi Round	20		FRAME FOR CROMA	1
6.Cutter Stand	Small Height	5		OTHER BACKDROP MATERIAL	1
	Full Height	3		BLACK SHINING STAR CLOTH	1
7.Magic Arm	Manfronto	1	15.ACESSORIES	PAPER MATERIAL	1
8.Extention Board	2 meter	1		skimmer for Croma Key-10x10	2
	2.5 meter	1		MONKEY HANGER	2
	3 meter	15		BLUE TACK	2-Strips
				CLIPS VARIETY OF SIZE	2-Dozen
				PROPS TO LIGHT UP	25



## Student's Testimonial

2/26/2015

CRAFT Mail - Your Testimonial support



Naresh Sharma <naresh.sharma@log2craft.org>

### Your Testimonial support

fazal ok <fazalok@gmail.com>

Thu, Feb 26, 2015 at 6:29 PM

To: Naresh Sharma <naresh.sharma@log2craft.org>

Dear Sir,

Hope you are doing great. Its a pleasure to see a mail from your side and iam glad to be a part of CRAFT. Hope the below mail will give you the best of what CRAFT Gave me until today.

Name: Mohammed Fazal O.K.

Position Now: General Manager - OYA International , Qatar, UAE

Past Position: Media Manager Qhomes LLC

Testimonial : What Ever iam today is What CRAFT molded me. Be it Photography, Videography, Cinematography, Editing or even Marketing is something CRAFT installed in me with the best techniques in those specific fields.

The level of exposure from CRAFT in the media department gave me the strength, Confidence and Knowledge to start my own business in the middleast.

It was my second home and temple of knowledge and it will forever be.

Thank you to CRAFT for bringing out the best in me and making my dreams come true.

-www.fazalok.blogspot.com

Fashion Photographer / Operations Manager

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Naresh Sharma <naresh.sharma@log2craft.org>

### My Response To The Course

himshikha bansal <himshikhabansal2008@gmail.com>

Fri, Feb 27, 2015 at 11:24 AM

To: Naresh Sharma <naresh.sharma@log2craft.org>

Hello Sir,

I am glad to know that CRAFT will be printing its new prospectus.

It reminds me of my own students days in CRAFT where due to your support I got placement in a well known advertising company in print media i.e. Mash Audio Visuals.

(Also popularly know as Images Bazaar)

I also recollect the sony -photography competition , where I won competition with maximum liking for my work and got in prize the Alpha -Sony camera worth ( forty-five thousand rupees. ) Rs/- 45,000/-.

Currently I am doing freelance cinematography for some short films & music video.

I wish Best of luck to all future venue of CRAFT.

Warm personal Regards,

Himshikha Bansal

Thanks & Regards,

Ice-peak Shooottzz

Himshikha B. Garg

08010828488 (WhatsApp), 09268245336



## Photography & Videography Course







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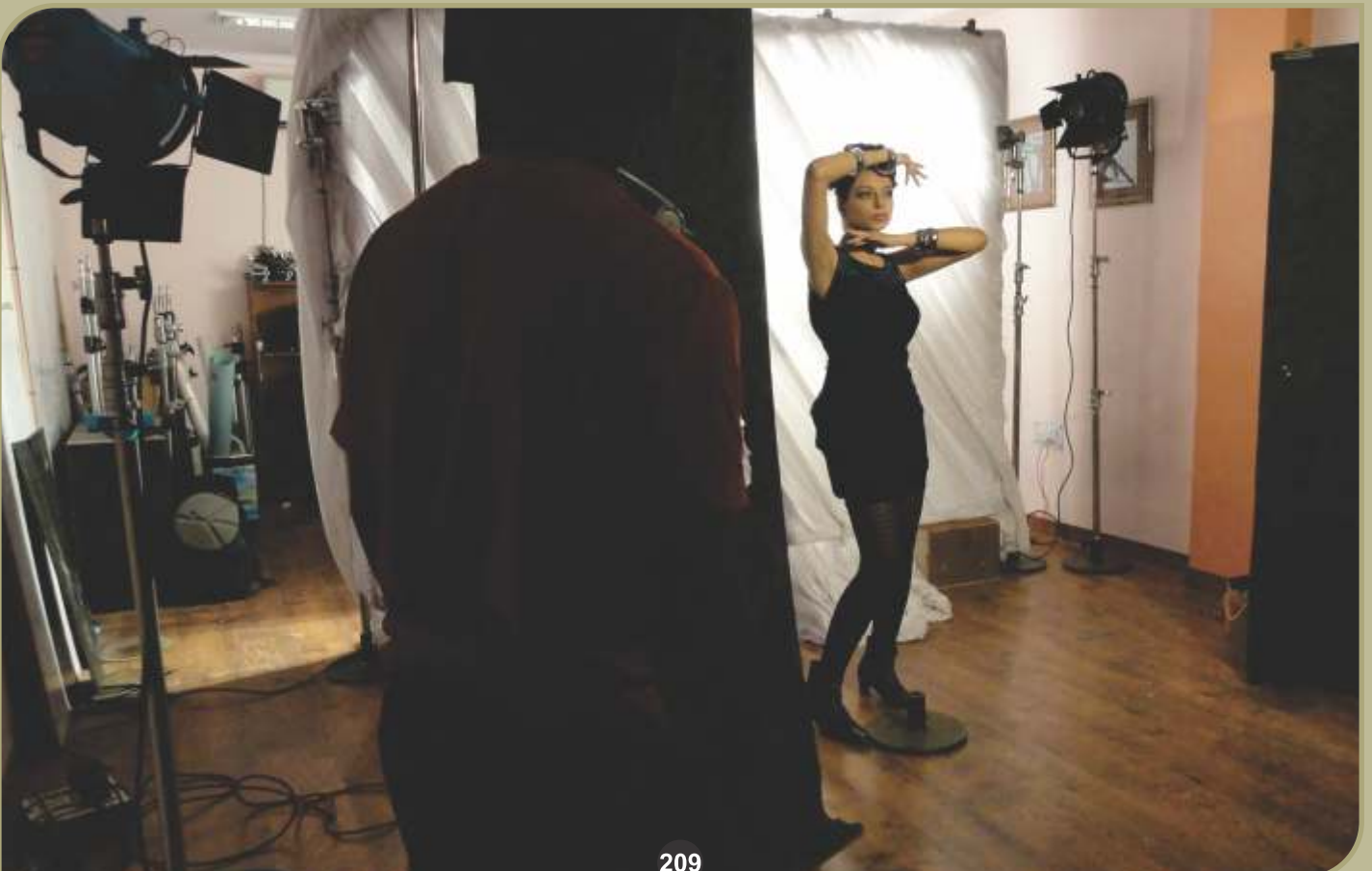




*Students at Work in CRAFT Studio*



# Photography & Videography Course







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