

Course Contents (As Per 18 Sessions)

Course Title: Fundamentals of Digital Photography

Duration: 6 Weeks | 3 Sessions/Week | 18 Sessions

Week	Session	Topic
Week 1	1	Introduction to Photography – History, Genres, Impact
Week 1	2	Camera Types + Equipment Overview
Week 1	3	Exposure Triangle – ISO, Shutter Speed, Aperture
Week 2	4	Manual Mode Demo + Practice
Week 2	5	Composition I – Rule of Thirds, Framing
Week 2	6	Composition II – Symmetry, Balance, Depth
Week 3	7	Light I – Natural vs Artificial
Week 3	8	Light II – Hard/Soft Light, Direction
Week 3	9	Color in Photography – Temperature, Mood
Week 4	10	Visual Storytelling – Emotion & Message
Week 4	11	Planning a Photo Story
Week 4	12	Genres – Portrait, Landscape, Street, Product
Week 5	13	Black & White

Week 5	14	Photography
Week 5	15	Basic Editing – Lightroom/Mobile Tools
Week 6	16	Editing with Intent + Ethics
Week 6	17	Project Work – Photo Story Development
Week 6	18	Final Presentations & Peer Feedback
Week 6		Career as a Photographer

Marketing Strategy

Promotion Channels:

- Posters/Flyers on campus (Digital + Printed)
- WhatsApp groups (student/faculty)
- Emails to related departments (Media, Arts, Design, etc.)
- Social media stories/posts via campus pages
- Word of mouth + class announcements

Key Messaging:

- Hands-on learning with real-life assignments
- Build a mini portfolio in 6 weeks
- Learn camera handling, visual composition & storytelling
- Suitable for beginners with any type of camera
- Certificate on completion

Timeline:

- Week before launch: Early bird sign-up
- 3 days before: Poster circulation
- Final day before: Reminder to selected students