



GUJARAT TECHNOLOGICAL UNIVERSITY

Bachelor of Design Syllabus

Subject Code : 1120003

Subject Name : Photography & Branding -Elective 1

WEF Academic Year :	2023-24
Semester :	II
Category of the Course :	Elective - 1

Prerequisite :	
Rationale :	To develop the skill & knowledge of Digital Photography. Students will understand the knowhow and can function either as an entrepreneur or can take up jobs in Photography & video studios, edit set-up, graphic arts industry and other audio visual sectors. The course aims to provide understanding of elements of graphic design while learning the process of how a Branding exercise is done taking a live project.

Course Scheme :

Teaching Scheme			Total Credits	Assessment Pattern and Marks				Total Marks
L	T	PR	C	Theory		Practical		
				ESE (E)	PA(M)	ESE (V)	PA (I)	
1	0	2	2	0	30	50	20	100

Course Content:

Sr. No.	Course Content	No. of Hours	% of Weightage
1	Unit I : Visualize the concept of digital platform and various methods of image capture. Develop the method of basic image editing techniques. Understanding film and paper photography Learning about the digital revolution	10	25
2	Unit II : Introduce various methods of post-production and retouching techniques. Develop the concept of digital output and producing the final product Advantages and disadvantages of digital photography over film photography Computers as photographic tools.	10	25
3	Unit III: History of Branding Understanding, analyzing and exploring different styles of branding	10	25
4	Unit IV : Logo : Correlating the understanding of graphic elements to	10	25



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	design a logo for a public identity of a corporate organization.		
	Total	40	100

Reference Book:

1. An Introduction to Digital Photo Imaging : Agfa, 1994.
2. An Introduction to Digital Scanning : Agfa, 1994.
3. Adobe Photoshop CS6 Bible : Wiley India.
4. Logo Design Love: A Guide to Creating Iconic Brand Identities Book by David Airey.
5. Brand Thinking and Other Noble Pursuits Book by Debbie Millman.

Course Outcome:

After Completion of the Course, Student will able to:

No	Course Outcomes
01	Basic idea of frame & composition in the area of still images should be known,
02	Knowledge of Camera & Computer operation is also necessary
03	Develop an overall understanding of the branding process.
04	Stepwise branding exercise
05	Demonstrate knowledge of the Basic Theories and Principles of graphic Design and branding

Suggested Course Practical List:

List of Laboratory/Learning Resources Required:

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