

Tamil Nadu Public Service Commission
Syllabus
Visual Communication (Degree Standard)

Code: 477

UNIT I: HISTORY OF PHOTOGRAPHY (20 Questions)

Evolution and invention of photography and the camera - Basic principles of photography-Camera parts and its functions- Photography as a medium of Art and Science-Photography in 19th and early 20th century- Technological innovations - Transition to digital age – Digital evolutions in Photography-Contemporary and future trends.

UNIT II: BASICS OF PHOTOGRAPHY AND TECHNIQUES (20 QUESTIONS)

Camera anatomy – Parts (Lens, Body, Flash Light, View finder). Lens – Normal, Wide, Telephoto, Macro. Depth of Field

Depth of Focus, Mounts: E-mount, A-Mount, PL-mount- Block lenses and Zoom Lenses, Focal length Aberrations.

Exposure – Bracketing – Exposure triangle – (Aperture, Shutter, ISO) Over Exposure, Under Exposure – Toe & Shoulder region- Histogram – False colour – TTL meter - HDR.

Sensors – Human eye – Pixel – Resolution, Image formation – Electronic shutter, Focal plane shutter.

Shutter - Types – Mirrorless – Portrait Wildlife, Sports, Candid.

Mode– Portrait, Shutter, Manual, G Mode, Aperture, Mobile, 360° Geo tag Remote Sensing, Infrared.

Flash – Types - On-cam flash, High speed sync, TTL, Ring, Umbrella, Wireless – Flash sync.

Colour Space – Colour Temperature- RGB, CMYK – Sharpness – Contrast, Brightness- White Balance.

Light Source– Indoor, Outdoor, Flash, LED, White Balance.

UNIT III: VISUAL AESTHETICS (20 QUESTIONS)

Basic concepts of visualisation in Photography - Understanding of Indian and western visual aesthetics-Principles of Composition: Rule of Third, Lead in lines, Diagonal. Framing, Depth of field, Cropping, Aspect ratio etc., - Modern concepts of digital photography-designing Visual communication and photography as a means of expression - understanding of visual practices and contemporary transformations. Angles and Shots.

UNIT IV: PHOTO JOURNALISM (20 QUESTIONS)

Objectivity – Truth, Timeliness, News value. Visual appeal - Publicity, Propaganda, Framing, Revelation, Rhetoric, Image manipulation, Distortion, Captioning and content creation. Documentation – Archival, Stock Photography. Eye tracking – Simplification. Limiting focus, de-cluttering. Pictorials – Gendered image, Epitome, Unobtrusiveness, Hyper photography, Proxemics, Copyright, manipulation.

UNIT V: CAMERA (20 QUESTIONS)

CAMERA - Types –SLR, TLR, DSLR and Mirrorless –Aspect ratio

Recording Formats – Memory Cards (SD, Micro SD, CF card (compact flash) – Speed, Memory, XQD card.

UNIT VI: EQUIPMENTS (20 QUESTIONS)

Filter – ND, Polarizer, UV, Colour Conversion Effects Filters, Gels, Modifiers – Gobos, Patterns.

Tripods – Monopods – Gorilla Stand – Rings.

Reflectors – Diffusers

Lights – Flash light, Umbrella Light, Wireless Light, Natural Lights,

Batteries & Power supply – Battery grips – External Battery packs, Cables.

UNIT VII: LIGHTING TECHNIQUES (20 QUESTIONS)

Lighting - Types – Natural and Artificial – (Sunlight, flash, LED...) – Visible spectrum – Wavelength - Hard light – Soft light, Portrait, Sports, Product (Table – Top), Candid, Flash Photography – Event – Hard Light – Soft Light – Diffuser – Back Light – Types of: Ambient, Fluorescence, Reflector, soft box– Rembrandt – Chiaroscuro, Noton, Butterfly, Split, Rim, Flat.

Colour temperature– Kelvin – 3 Point lighting Contrast, ratio (High key, low key)

Colours – Tint, shades, Tone – Saturation, Brightness, Primary & secondary (RGB & CMYK) colours – White Balance, Black Balance.

UNIT VIII: POST – PROCESSING AND EDITING (20 QUESTIONS)

Introduction to Adobe Photoshop - Software interface and cutting tool, Repair and retouching (crop tool, frame tool, Eye dropper tool, Healing brush, clone stamp tool, Erase tool, Dodge tool, pen tool, layers, blending modes) , File formats RAW and JPEG .

Adobe light room : Software interface, tagging photos, processing, creating preset, exporting pictures, colour management, Resolution and pixels for printing image, cropping, resizing Noise Reduction, HDR Dynamic Range, Curve adjustment, panoramas and composites, Raw processing.

STORAGE: RAM, Graphics processing, Raid storage, Memory cards, External hard drive, USB flash drive, Solid State Drive (SSD), Hard Disk Drive (HDD), SD, Micro SD card, Cloud backup, Metadata, Keywords and Tags.

UNIT IX: SOCIAL MEDIA: (20 QUESTIONS)

Highlight industry events and exhibitions -incorporate visual storytelling - through captions / end notes engage with interactive posts, Plan and automate posts, Visibility and exposure, networking and community building feedback, Copyright and unauthorized use protecting your work, Algorithmic challenge, Instagram, fumble, Behance Pinterest, Facebook, You tube, flickr.

UNIT X: PROFESSIONAL PRACTICES: (20 QUESTIONS)

Building a photography profile - Copyright Act(1957) - copyright infringement - Social Media usage -Unauthorized sharing - Misuse of reposting - infringement -Protecting the ownership; Water marking, Reverse image search - Fair use policy - Popular photo agencies: AP, Getty images, Magnum, istock etc. - Business of photography.