

COURSE OVERVIEW: CERTIFICATE IN DIGITAL PHOTOGRAPHY

The **Certificate Course in Digital Photography** at the **Institute of Mass Communication Film and Television Studies (IMCFTS)** is a versatile, six-month program designed to transform students and working professionals into modern media experts. Affiliated with the **University of Kalyani**, this course offers a unique blend of traditional DSLR techniques and cutting-edge mobile journalism (MoJo).

Quick Program Facts

Feature	Details
Duration	6 Months
Learning Mode	Online, Offline, and Hybrid
Eligibility	Class 10/12 from any recognized board; no age limit
Total Marks	400 (Across 4 specialized papers)
Course Fee	₹4,000 per month

Curriculum Structure

The program is meticulously structured into four papers, balancing technical skill with creative expression and ethical professional practice.

1. Still & Mobile Photography

- **Technical Mastery:** Students learn to handle DSLRs, mirrorless cameras, and smartphones, mastering manual modes, HDR, and long-exposure techniques.
- **Creative Composition:** In-depth training on the Rule of Thirds, macro shots, panoramas, and framing using both grids and advanced lighting methods.
- **Mobile Workflow:** Specialized skills in using accessories like stabilizers and tripods, alongside mastering mobile editing apps such as **Snapseed, Lightroom Mobile, and VSCO**.

2. Photojournalism & News Photography

- **Mobile Journalism (MoJo):** Focuses on capturing news in real-time using smartphones and DSLRs for both moving and static subjects.

- **Professional Standards:** Training in writing captions, geotagging, and ensuring news authenticity through metadata and GPS.

3. Videography & Digital Production

- **Video Formats:** Mastery of vlogs, handheld shooting, and high-definition video (1080p and 4K).
- **Modern Publishing:** Extensive training in mobile video editing apps like **InShot, Kinemaster, and Adobe Premiere Rush**, with a focus on publishing directly to **Instagram Reels, YouTube Shorts, and social media**.

4. Media Theory & Ethics

- **Evolution of Media:** Students explore the history of photojournalism and the rise of mobile photography in mainstream newspapers.
- **Professional Ethics:** Critical discussions on "Yellow Journalism," ethics in the mobile era, and the standards of the World Press Photo.

Hands-On Learning & Portfolio Building

The course is heavily practical, requiring no regular classroom attendance to accommodate working professionals:

- **Integrated Workshops:** Weekly assignments covering portrait, landscape, and documentary photography.
- **Live Production:** On-site training in camera operation, live editing, and immediate digital sharing.
- **Digital Portfolio:** Graduation requires the creation of a professional, mobile-only digital portfolio to showcase industry readiness.

Career Opportunities

Instruction is provided in **English, Bengali, and Hindi**, preparing graduates for diverse roles in the media landscape:

- **Digital Media:** Social Media Content Creator, Vlog Producer, or Mobile Journalist.
- **News Industry:** Photojournalist or Event Photographer for newspapers and digital portals.
- **Independent Creative:** Portraitist, Landscape Photographer, or Professional Photo Editor.