



SYMBIOSIS LAW SCHOOL, NAGPUR

WEBSITE MEDIA AND PR CELL

Organizes

VALUE ADDED COURSE

On

PHOTOGRAPHY, CINEMATOGRAPHY AND DIGITAL MARKETING

Symbiosis Law School, Nagpur (SLS-NG) was established to cater to the diverse need of the legal profession. SLS Nagpur offers two five years integrated undergraduate programmes namely BBA LL. B and BA LL. Band LL.M program. SLS Nagpur believes in holistic development of nascent legal minds and ensures that the teaching learning process perforates beyond classroom by planning various curricular and extra-curricular activities. The curriculum enrichment is ensured with the involvement of judges, eminent lawyers, International Jurists, academicians, Industry experts etc. We also provide value added courses that facilitates holistic development of our students and mould them into competent Global Citizens ready to serve the society at local, National and International levels.

COURSE PERSPECTIVE:

The Course equips the learner with all the aspects of photography, cinematography and digital marketing. With the help of this skill course students will be able to learn about a wide variety of cinematography techniques, tools, and topics, from lighting and selecting lenses, to framing, movement, composition, and color grading. The aim of this course is to develop technical skills and artistic identities of our students through a dynamic combination of

online classroom experience, practical hands-on exercises, and instructor-led individual projects.

This course also involves digital marketing to make students competent in planning, managing, and executing integrated multi-channel campaigns; this will also help students to lead digital marketing teams and digital marketing initiatives and will enable them to understand how digital marketing disciplines all work together and how to optimize your use of each one.

To this end, all students will be able to shoot at a basic level as well as appreciate the creative possibilities of cinematography, photography and digital marketing.

OBJECTIVES AND GOALS:

The course intends to focus on the following issues:

1. To enable the student to understand at the concept of photography and cinematography.
2. To learn various methods of film making, editing approach via different software.
3. To learn about digital marketing, its importance in success brand.

COURSE CONTENT:

MODULE I – INTRODUCTION TO PHOTOGRAPHY

DAY 1

History of devices used
How a camera works
Exposure
Rule of third
Golden ratio
Symmetry and asymmetry
Mobile photography
Types of photography

DAY 2

Need for editing
Rules of editing
Types of software's
Basic Photoshop

MODULE II – CINEMATOGRAPHY

DAY 3

Bad concept/good concept
Script writing
Score/ BGM

DAY 4

Editing software's
Editing devices
Editing techniques

Devices Full
Frame rate Full
Intro to vfx
Camera angles
Mobile cinematography

Video edits 1
Video edits 2

MODULE III - DIGITAL MARKETING

DAY 5

Introduction to digital marketing
Need for digital marketing
Success stories
Introduction to the platforms
for digital marketing
Ways to earn money through digital
marketing
Future of digital marketing.

DAY 6

Instagram tricks
- Common mistakes
- Hashtags
- Expansion strategy tools
- Quality engagement

DAY 7

Doubt class
Interactive session

METHOD OF LEARNING:

This is course would be taught via online mode through Google Meet.

COURSE COMPLETION REQUIREMENT:

Attendance of minimum of 75% is mandatory for successful completion of this course.
All the participants who will fulfill this requirement will be given e-certificate.

COURSE SCHEDULE:

This course is a week long course starting from 12/10/2020 till 18/10/2020.
Timing shall be 6:30 p.m. to 8:30 p.m.

TO REGISTRATION:

[CLICK HERE](#)