

## PG and Research Department of Commerce

St. Joseph's College (Autonomous) Tiruchirappalli - 620002

Offers

CERTIFICATE COURSE ON

Mass Media and Business Development











**FEES** 

Rs.900

ONLY

## **CONTENTS OF THE COURSE**

- The Basics of Photography
- Different Modes in the Camera
- The Basics of Photoshop
- Using different Layers

- Types of photo shots, Framing & Composition
- Light source & making Creative Photography
- Photoshop tools, Designing & Creating Posters
- Enhancing a design , Using Texts in Designs
- 40 hrs with STUDIO onhand Photography and editing environment.
- Experts from Don Bosco MEDIA (Alaihal), Trichy 12

## **OUTCOMES OF THE COURSE**

- Entrepreneurship and business development in Mass Media and Print Media.
  - Professional and Commercial Photography making.
  - Expertised in film and motion design, illustration, and photography skills.
    - Careers in the field of Advertising agencies, press & media,
    - Print publications, TV channels,, E-magazines, Production houses.

Familiar in the Photoshop software.

**Head of the Dept** 

Dr. F.R.Alexander Pravin Durai

Course Incharges

Dr. V. Bastin Jerome 984055 3408

Dr.S.Aruldass 90805 45634

Dr.P.Bastin Arockia Raj



95788 93235

