

DIGITAL PHOTOGRAPHER

COMPETENCY BASED CURRICULUM

(Duration: 01yr 03 months.)

APPRENTICESHIP TRAINING SCHEME (ATS)

NSQF LEVEL- 4



कौशल भारत - कशल भारत

SECTOR – ENTERTAINMENT AND MEDIA



सत्यमेव जयते

GOVERNMENT OF INDIA

MINISTRY OF SKILL DEVELOPMENT & ENTREPRENEURSHIP

DIRECTORATE GENERAL OF TRAINING



Directorate General of Training



Skill India
कौशल भारत - कुशल भारत

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(Revised in 2018)

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Developed By

Ministry of Skill Development and Entrepreneurship
Directorate General of Training
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1.1 Apprenticeship Training Scheme under Apprentice Act 1961

The Apprentices Act, 1961 was enacted with the objective of regulating the programme of training of apprentices in the industry by utilizing the facilities available therein for imparting on-the-job training. The Act makes it obligatory for employers in specified industries to engage apprentices in designated trades to impart Apprenticeship Training on the job in industry to school leavers and person having National Trade Certificate(ITI pass-outs) issued by National Council for Vocational Training (NCVT) to develop skilled manpower for the industry. There are four categories of apprentices namely; **trade apprentice, graduate, technician and technician (vocational) apprentices.**

Qualifications and period of apprenticeship training of **trade apprentices** vary from trade to trade. The apprenticeship training for trade apprentices consists of basic training followed by practical training. At the end of the training, the apprentices are required to appear in a trade test conducted by NCVT and those successful in the trade tests are awarded the National Apprenticeship Certificate.

The period of apprenticeship training for graduate (engineers), technician (diploma holders and technician (vocational) apprentices is one year. Certificates are awarded on completion of training by the Department of Education, Ministry of Human Resource Development.

1.2 Changes in Industrial Scenario

Recently we have seen huge changes in the Indian industry. The Indian Industry registered an impressive growth during the last decade and half. The number of industries in India have increased manifold in the last fifteen years especially in services and manufacturing sectors. It has been realized that India would become a prosperous and a modern state by raising skill levels, including by engaging a larger proportion of apprentices, will be critical to success; as will stronger collaboration between industry and the trainees to ensure the supply of skilled workforce and drive development through employment. Various initiatives to build up an adequate infrastructure for rapid industrialization and improve the industrial scenario in India have been taken.

1.3 Reformation

The Apprentices Act, 1961 has been amended and brought into effect from 22nd December, 2014 to make it more responsive to industry and youth. Key amendments are as given below:

- Prescription of number of apprentices to be engaged at establishment level instead of trade-wise.
- Establishment can also engage apprentices in optional trades which are not designated, with the discretion of entry level qualification and syllabus.
- Scope has been extended also to non-engineering occupations.
- Establishments have been permitted to outsource basic training in an institute of their choice.
- The burden of compliance on industry has been reduced significantly.



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2.1 GENERAL

Directorate General of Training (DGT) under Ministry of Skill Development & Entrepreneurship offers range of vocational training courses catering to the need of different sectors of economy/ Labour market. The vocational training programmes are delivered under aegis of National Council of Vocational Training (NCVT). Craftsman Training Scheme (CTS) and Apprenticeship Training Scheme (ATS) are two pioneer programmes of NCVT for propagating vocational training.

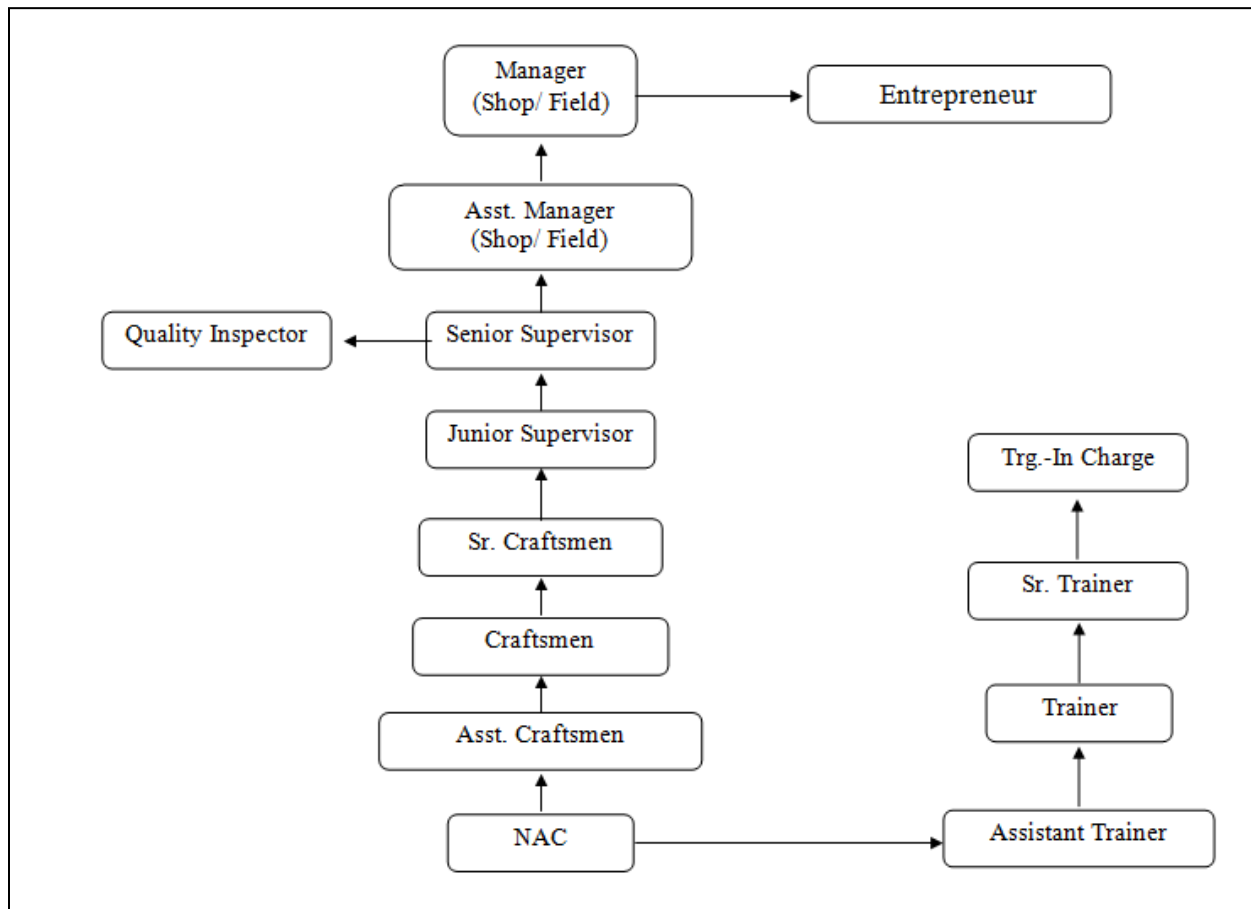
Digital Photographer trade under ATS is one of the most popular courses delivered nationwide through different industries. The course is of one year and three month (01 Block of 15 months duration including basic training). It mainly consists of Domain area and Core area. In the Domain area Trade Theory & Practical impart professional - skills and knowledge, while Core area - and Employability Skills imparts requisite core skills & knowledge and life skills. After passing out the training programme, the trainee is being awarded National Apprenticeship Certificate (NAC) by NCVT having worldwide recognition.

Broadly candidates need to demonstrate that they are able to:

- Read & interpret technical parameters/document, plan and organize work processes, identify necessary materials and tools;
- Perform task with due consideration to safety rules, accident prevention regulations and environmental protection stipulations;
- Apply professional skill, knowledge, core skills & employability skills while performing jobs and solve problem during execution.
- Understand the theory of light source, Operate the different digital type camera, edit the captured video /photo digitally using software and shoot short documentary
- Document the technical parameters related to the task undertaken.

2.2 CAREER PROGRESSION PATHWAYS:

- Indicative pathways for vertical mobility.



2.3 COURSE STRUCTURE:

Table below depicts the distribution of training hours across various course elements during a period of one year (*Basic Training and On-Job Training*):-

Total training duration details: -

Time (in months)	1-3	4 -15
Basic Training	Block– I	-----
Practical Training (On - job training)	----	Block – I

Digital Photographer

A. Basic Training

For 02 yrs. Course (Non-Engg.): -**Total 03 months:** 03 months in 1styr. only

For 01 yr. Course (Non-Engg.): -**Total 03 months:** 03 months in 1styr.

Sl. No.	Course Element	Total Notional Training Hours (For 01 yr. Course)
1	Professional Skill (Trade Practical)	270
2	Professional Knowledge (Trade Theory)	120
3	Employability Skills	110
	Total (including Internal Assessment)	500

B. On-Job Training:-

For 01 yr. Course (Non-Engg.) :- (**Total 12 months**)

Notional Training Hours for On-Job Training: 2080 Hrs.

C. Total training hours:-

Duration	Basic Training	On-Job Training	Total
For 02 yrs. Course (Non-Engg.)	500 hrs.	3640 hrs.	4140 hrs.
For 01 yr. Course (Non-Engg.)	500 hrs.	2080 hrs.	2580 hrs.

2.4 ASSESSMENT & CERTIFICATION:

The trainee will be tested for his skill, knowledge and attitude during the period of course and at the end of the training programme as notified by Govt of India from time to time. The Employability skills will be tested in first two semesters only.

a) The **Internal assessment** during the period of training will be done by **Formative assessment method** by testing for assessment criteria listed against learning outcomes. The training institute have to maintain individual *trainee portfolio* as detailed in assessment guideline. The marks of internal assessment will be as per the template (Annexure – II).

b) The final assessment will be in the form of summative assessment method. The All India Trade Test for awarding NAC will be conducted by NCVT on completion of course as per guideline of Govt of India. The pattern and marking structure is being notified by govt of India from time to time. **The learning outcome and assessment criteria will be basis for setting question papers for final assessment. The examiner during final examination will also check**

Digital Photographer

individual trainee's profile as detailed in assessment guideline before giving marks for practical examination.

2.4.1 PASS REGULATION

The minimum pass percent for Practical is 60% & minimum pass percent for Theory subjects 40%. The candidate should pass in each subject conducted under all India trade test.

2.4.2 ASSESSMENT GUIDELINE

Appropriate arrangements should be made to ensure that there will be no artificial barriers to assessment. The nature of special needs should be taken into account while undertaking assessment. Due consideration should be given while assessing for team work, avoidance/reduction of scrap/wastage and disposal of scarp/wastage as per procedure, behavioral attitude, sensitivity to environment and regularity in training. The sensitivity towards OSHE and self-learning attitude are to be considered while assessing competency.

Assessment will be evidence based comprising the following:

- Job carried out in labs/workshop
- Record book/ daily diary
- Answer sheet of assessment
- Viva-voce
- Progress chart
- Attendance and punctuality
- Assignment
- Project work

Evidences of internal assessments are to be preserved until forthcoming semester examination for audit and verification by examination body. The following marking pattern to be adopted while assessing:

Performance Level	Evidence
(a) Weightage in the range of 60 -75% to be allotted during assessment	
For performance in this grade, the candidate with occasional guidance and showing due regard for safety procedures and practices, has produced work which demonstrates attainment of an acceptable standard of craftsmanship.	<ul style="list-style-type: none">• Demonstration of good skill in the use of hand tools, machine tools and workshop equipment• Below 70% tolerance dimension/accuracy achieved while undertaking different work with those demanded by the component/job/set standards.• A fairly good level of neatness and

Digital Photographer

	<p>consistency in the finish</p> <ul style="list-style-type: none">• Occasional support in completing the project/job.
(b) Weightage in the range of above 75% - 90% to be allotted during assessment	
<p>For this grade, the candidate, with little guidance and showing due regard for safety procedures and practices, has produced work which demonstrates attainment of a reasonable standard of craftsmanship.</p>	<ul style="list-style-type: none">• Good skill levels in the use of hand tools, machine tools and workshop equipment• 70-80% tolerance dimension/accuracy achieved while undertaking different work with those demanded by the component/job/set standards.• A good level of neatness and consistency in the finish• Little support in completing the project/job
(c) Weightage in the range of above 90% to be allotted during assessment	
<p>For performance in this grade, the candidate, with minimal or no support in organization and execution and with due regard for safety procedures and practices, has produced work which demonstrates attainment of a high standard of craftsmanship.</p>	<ul style="list-style-type: none">• High skill levels in the use of hand tools, machine tools and workshop equipment• Above 80% tolerance dimension/accuracy achieved while undertaking different work with those demanded by the component/job/set standards.• A high level of neatness and consistency in the finish.• Minimal or no support in completing the project.

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Brief description of Job roles:

Photographer, General Photographer, General takes photograph of persons, places, or other subjects, using various kinds of photographic equipment. Measures day light using exposing meter or arranges artificial lighting and holds or places camera at desired angle and distance from subject to be photographed. Focuses lens and adjusts lens opening and exposure time. Loads camera with film or plate. Presses lever to open lens shutter and exposes film or plate by pressing lever, allowing time, if necessary and removes negative from camera. Develops negative in darkroom by dipping it in developer, washing it in fixing solution and further washing it in water and allows developed film to dry. Examines developed film for defects, and retouches negative using pencil or brush after applying retouching medium. Makes prints or enlargements in sensitized paper; dries them by grazing on glazing sheet or by spreading on flat surface and trims glazed or unglazed prints according to required size and mounts them. May take colour photographs and develop colour films adopting special processes. May specialize in studio photography or take photographs of important events for reproduction in newspapers, buildings, machinery, industrial plants, for trade advertisements.

Photographer News Photographer News; Press Photographer photographs news events, persons or objects for use in news-papers, magazines and other publications. Receives instructions from News Editor or Chief Reporter regarding nature of pictures to be taken. Travels to location; loads camera with film, waits for suitable moment and takes photographs. Attends State functions and parties and takes photographs of important persons arousing special interest of news value for publication. Accompanies important visitors and dignitaries and takes photographs of significant events associating important persons. Removes exposed film for developing and printing. Examines print, gives appropriate title or heading, and hands it over to News Editor for publication. Supplies series of pictures on selected topics, for writing feature articles in magazines. May develop films and print copies.

Photographer, Aerial Photographer, Aerial photographs objects, places and areas of vital importance from aero planes in flight, for use in surveys, planning, development and other scientific and military purposes. Determines number of exposures and time lapse between them by making necessary calculations. Loads camera, adjusts exposure-time and exposes film by opening shutter at calculated intervals. Operates and maintains automatic camera and photo equipment for aerial photographs. Develops aerial films of various types in automatic, semiautomatic or manual tank developers. Makes prints for photo interpretation.

Photographers, Other Photographers and Image and Sound Recording Equipment Operators, Other take photographs of persons, places and objects and record sound for different purposes and include Photographers, Image and Sound Recording Equipment Operators not elsewhere classified.

Reference NCO 2015:

- i) 3431.0100-Photographer, General
- ii) 3431.0200-Photographer News
- iii) 3431.0300-Photographer, Aerial
- iv) 3431.9900-Photographers, Other

4. NSQF LEVEL COMPLIANCE

NSQF level for Digital Photographer trade under ATS: **Level 4**

As per notification issued by Govt. of India dated- 27.12.2013 on National Skill Qualification Framework total 10 (Ten) Levels are defined.

Each level of the NSQF is associated with a set of descriptors made up of five outcome statements, which describe in general terms, the minimum knowledge, skills and attributes that a learner needs to acquire in order to be certified for that level.

Each level of the NSQF is described by a statement of learning outcomes in five domains, known as level descriptors. These five domains are:

- a. Process
- b. Professional knowledge,
- c. Professional skill,
- d. Core skill and
- e. Responsibility.

The Broad Learning outcome of Digital Photographer trade under ATS mostly matches with the Level descriptor at Level- 4.

The NSQF level-4 descriptor is given below:

Level	Process Required	Professional Knowledge	Professional Skill	Core skill	Responsibility
Level 4	Work in familiar, predictable, routine, situation of clear choice.	Factual knowledge of field of knowledge or study	Recall and demonstrate practical skill, routine and repetitive in narrow range of application, using appropriate rule and tool, using quality concepts	Language to communicate written or oral, with required clarity, skill to basic Arithmetic and algebraic principles, basic understanding of social political and natural environment.	Responsibility for own work and learning.

5. GENERAL INFORMATION

Name of the Trade	DIGITAL PHOTOGRAPHER
NCO - 2015	3431.0100-Photographer, General 3431.0200-Photographer News 3431.0300-Photographer, Aerial 3431.9900-Photographers, Other
NSQF Level	Level – 4
Duration of Apprenticeship Training (Basic Training + On-Job Training)	3 months+ One year (01 Block of 15 month duration including basic training).
Duration of Basic Training	a) Block –I : 3 months Total duration of Basic Training: 3 months
Duration of On-Job Training	a) Block–I: 12 months Total duration of Practical Training: 12 months
Entry Qualification	Passed 10 th class examination under (10+2) system of education or its equivalent.
Selection of Apprenticeship	The apprentices will be selected as per Apprenticeship Act amended time to time.
Instructors Qualification for Basic Training	As per ITI instructors qualifications as amended time to time for the specific trade.
Infrastructure for basic training	As per related trade of ITI.
Examination	The internal examination/ assessment will be held on completion of each block. Final examination for all subjects will be held at the end of course and same will be conducted by NCVT.
Rebate to Ex-ITI Trainees	1 year
CTS trades eligible for Digital Photographer (Apprenticeship)	Digital Photographer

Note:

- Industry may impart training as per above time schedule for different block, however this is not fixed. The industry may adjust the duration of training considering the fact that all the components under the syllabus must be covered. However the flexibility should be given keeping in view that no safety aspects is compromised.
- For imparting Basic Training the industry to tie-up with ITIs having such specific trade and affiliated to NCVT.

6.1 GENERIC LEARNING OUTCOME

The following are minimum broad Common Occupational Skills/ Generic Learning Outcome after completion of the Digital Photographer course of 01 years duration under ATS.

1. Recognize & comply safe working practices, environment regulation and housekeeping.
2. Select and ascertain suitable light and lenses for image shooting.
3. Select the suitable software & hardware to edit and process the captured image.
4. Handle different types of video camera and explain video communication technique.
5. Select and ascertain suitable accessories for mixing, editing and dubbing
6. Manage and organise shooting for different scripts
7. Plan and organize the work related to the occupation.

6.2 SPECIFIC LEARNING OUTCOME

Block – I

1. Use different lights, reflectors, flash & accessories and guide number.
2. Demonstrate different types of composition using various lighting techniques and use of lenses.
3. Perform Digital Editing using Image editing software.
4. Take computer printout of photos from digital camera
5. Transfer images to storage devices, through E-mail, Internet and analyze Images.
6. Scan photographs and capture in frames.
7. Handle digital video cameras, Tape, DVD, HDD and accessories.
8. Practice video shooting of different areas of Lighting.
9. Perform mixing, editing, dubbing of sound, Audio video recording and make use of microphones
10. Plan production through visualization according to script
11. Shoot and edit short documentary, news items, interviews
12. Store materials in media using software for changing the formats.

Note: Learning outcomes are reflection of total competencies of a trainee and assessment will be carried out as per assessment criteria.

7. LEARNING OUTCOME WITH ASSESSMENT CRITERIA

GENERIC LEARNING OUTCOME	
LEARNING OUTCOMES	ASSESSMENT CRITERIA
1. Recognize & comply safe working practices, environment regulation and housekeeping.	1.1 Follow and maintain procedures to achieve a safe working environment in line with occupational health and safety regulations and requirements.
	1.2 Recognize and report all unsafe situations according to site policy.
	1.3 Identify and take necessary precautions on fire and safety hazards and report according to site policy and procedures.
	1.4 Identify, handle and store / dispose off dangerous/unsalvageable goods and substances according to site policy and procedures following safety regulations and requirements.
	1.5 Identify and observe site policies and procedures in regard to illness or accident.
	1.6 Identify safety alarms accurately.
	1.7 Report supervisor/ Competent of authority in the event of accident or sickness of any staff and record accident details correctly according to site accident/injury procedures.
	1.8 Identify and observe site evacuation procedures according to site policy.
	1.9 Identify Personal Protective Equipment (PPE) and use the same as per related working environment.
	1.10 Identify basic first aid and use them under different circumstances.
	1.11 Identify different fire extinguisher and use the same as per requirement.
	1.12 Identify environmental pollution & contribute to avoidance of same.
	1.13 Take opportunities to use energy and materials in an environmentally friendly manner
	1.14 Avoid waste and dispose waste as per procedure
	1.15 Recognize different components of 5S and apply the same in the working environment.
2. Select and ascertain suitable light and lenses for image shooting.	2.1 Select appropriate lights, reflectors, flash for image shooting.
	2.2 Ascertain the uses of lenses at different situations.
	2.3 Appropriate use of accessories in different types of composition using various lighting techniques and use of lenses.

3. Select the suitable software & hardware to edit and process the captured image.	3.1 Understand the basic concept of editing software
	3.2 Explain the different features of editing software
	3.3 Ability to take printouts using suitable hardware viz. printers
	3.4 Knows the ways and benefits of transferring photographs online
4. Handle different types of video camera and explain video communication technique	4.1 Explain and selection of suitable camera for different purpose.
	4.2 Explain the types of common shots and movements.
	4.3 Explain Lighting of different areas of video shooting
	4.4 Know the use of reflectors and skimmers
5. Select and ascertain suitable accessories for mixing, editing and dubbing	5.1 Explain the concept of different types of microphones
	5.2 Understand the Knowledge of sound recordings.
	5.3 Understand the knowledge of mixing , editing and dubbing
6. Manage and organise shooting for different scripts	6.1 Understand the appropriate action to be carried out in production pre production, and post-production session
	6.2 Explain Idea on different subjects selected for shooting
	6.3 Understand the concept of storing material in different formats for final output.
7. Plan and organize the work related to the occupation.	7.1 Use documents, drawings and recognize hazards in the work site.
	7.2 Plan workplace/ assembly location with due consideration to operational stipulation
	7.3 Communicate effectively with others and plan project tasks
	7.4 Assign roles and responsibilities of the co-trainees for execution of the task effectively and monitor the same.
SPECIFIC OUTCOME	
Block-I (Section:10 in the competency based curriculum)	
<p><i>Assessment Criteria i.e. the standard of performance, for each specific learning outcome mentioned under block – I (section: 10) must ensure that the trainee works in familiar surroundings where nature of job is routine type, situation of clear choice & predictable. Assessment criteria should broadly cover the aspect of Planning (Identify, ascertain, etc.); Execution (apply factual knowledge of field of knowledge, recall and demonstrate practical skill during performing the work in routine and repetitive in narrow range of application, using appropriate rule and tool, complying basic arithmetic and algebraic principles and language to communicate in written or oral with required clarity; Checking/ Testing to ensure functionality during the assessment of each outcome. The assessments parameters must also ascertain that the candidate is responsible for his/her own work and learning.</i></p>	

BASIC TRAINING (Block – I)

Duration: (03) Three Months

Week No.	Professional Skills (Trade Practical)	Professional Knowledge (Trade Theory)
1 -2	Familiarization with the Institute. Handling and maintenance of still digital and video cameras, Hi-definition cameras etc.	Definition of photography, introduction to digital photography.
3 -4	Camera controls, different mode of operation including auto, manual and using flash. Camera resolution comparison, high-resolution scanner.	Knowledge of shutter, aperture, depth of field control, technique of capturing image. Effect of pixel resolution on photo quality. Scan images from print, slides and negatives.
5- 6	Introduction and uses of different lenses	Understanding focal length, image stabilization, zoom lenses, inside angle, telephoto and fish eye lenses, macro mode and macro lenses.
7 - 8	Different shooting techniques using flash, studio lighting and light meter.	Flash sync. And shutter speed, positioning the flash and subjects. Red eye, using fill flash, flash exposure. Controlling available light using portable flash indoor and outdoor, essential filters and their uses in controlling lights.
9	Use of computer, installing driver software of digital camera, uploading of image from digital camera, making folders of different events/ date wise. Installation photo editing software	Knowledge of computer operating system, use of driver software and its operation. Installation of printer
10	Editing photographs, retouching. Printing of different size photos	Knowledge of photo editing software. Photo resolution, colour correction, changing the background.
11-12	Shooting of different areas, film making process, movie-making software, making movies, graphics and titles for digital video. CD-DVD conversion. Practice on sound editing.	Ideas of different area of shooting. Knowledge of capturing image or video, editing clips, adding video effects, creating background music, burning of CDs or DVDs. Converting digital photos and videos from DV tape to a CD or DVD. Knowledge of sound techniques.
13	Internal Assessment 03days	

Note: - More emphasis to be given on video/real-life pictures during theoretical classes. Some real-life pictures/videos of related industry operations may be shown to the trainees to give a feel of industry and their future assignment.

9. SYLLABUS - CORE SKILLS

9.1 EMPLOYABILITY SKILLS:

(DURATION: - 110 HRS.)

Block – I	
1. English Literacy	
Duration : 20 Hrs. Marks : 09	
Pronunciation	Accentuation (mode of pronunciation) on simple words, Diction (use of word and speech)
Functional Grammar	Transformation of sentences, Voice change, Change of tense, Spellings.
Reading	Reading and understanding simple sentences about self, work and environment
Writing	Construction of simple sentences Writing simple English
Speaking / Spoken English	Speaking with preparation on self, on family, on friends/ classmates, on know, picture reading gain confidence through role-playing and discussions on current happening job description, asking about someone's job habitual actions. Cardinal (fundamental) numbers ordinal numbers. Taking messages, passing messages on and filling in message forms Greeting and introductions office hospitality, Resumes or curriculum vita essential parts, letters of application reference to previous communication.
2. I.T. Literacy	
Duration : 20 Hrs. Marks : 09	
Basics of Computer	Introduction, Computer and its applications, Hardware and peripherals, Switching on-Starting and shutting down of computer.
Computer Operating System	Basics of Operating System, WINDOWS, The user interface of Windows OS, Create, Copy, Move and delete Files and Folders, Use of External memory like pen drive, CD, DVD etc, Use of Common applications.
Word processing and Worksheet	Basic operating of Word Processing, Creating, opening and closing Documents, use of shortcuts, Creating and Editing of Text, Formatting the Text, Insertion & creation of Tables. Printing document. Basics of Excel worksheet, understanding basic commands, creating simple worksheets, understanding sample worksheets, use of simple formulas and functions, Printing of simple excel sheets.

Computer Networking and Internet	Basic of computer Networks (using real life examples), Definitions of Local Area Network (LAN), Wide Area Network (WAN), Internet, Concept of Internet (Network of Networks), Meaning of World Wide Web (WWW), Web Browser, Web Site, Web page and Search Engines. Accessing the Internet using Web Browser, Downloading and Printing Web Pages, Opening an email account and use of email. Social media sites and its implication. Information Security and antivirus tools, Do's and Don'ts in Information Security, Awareness of IT - ACT, types of cyber crimes.
3. Communication Skills	
	Duration : 15 Hrs. Marks : 07
Introduction to Communication Skills	Communication and its importance Principles of Effective communication Types of communication - verbal, non verbal, written, email, talking on phone. Non verbal communication -characteristics, components-Para-language Body language Barriers to communication and dealing with barriers. Handling nervousness/ discomfort.
Listening Skills	Listening-hearing and listening, effective listening, barriers to effective listening guidelines for effective listening. Triple- A Listening - Attitude, Attention & Adjustment. Active Listening Skills.
Motivational Training	Characteristics Essential to Achieving Success. The Power of Positive Attitude. Self awareness Importance of Commitment Ethics and Values Ways to Motivate Oneself Personal Goal setting and Employability Planning.
Facing Interviews	Manners, Etiquettes, Dress code for an interview Do's & Don'ts for an interview.
Behavioral Skills	Problem Solving Confidence Building Attitude
4. Entrepreneurship Skills	
	Duration : 15 Hrs. Marks : 06
Concept of Entrepreneurship	Entrepreneur - Entrepreneurship - Enterprises:-Conceptual issue Entrepreneurship vs. management, Entrepreneurial motivation. Performance & Record, Role & Function of entrepreneurs in relation to the enterprise & relation to the economy, Source of business ideas,

	Entrepreneurial opportunities, The process of setting up a business.
Project Preparation & Marketing analysis	Qualities of a good Entrepreneur, SWOT and Risk Analysis. Concept & application of PLC, Sales & distribution Management. Different Between Small Scale & Large Scale Business, Market Survey, Method of marketing, Publicity and advertisement, Marketing Mix.
Institutions Support	Preparation of Project. Role of Various Schemes and Institutes for self-employment i.e. DIC, SIDA, SISI, NSIC, SIDO, Idea for financing/ non financing support agencies to familiarizes with the Policies / Programmes & procedure & the available scheme.
Investment Procurement	Project formation, Feasibility, Legal formalities i.e., Shop Act, Estimation & Costing, Investment procedure - Loan procurement - Banking Processes.
5. Productivity	
	Duration : 10 Hrs. Marks : 05
Benefits	Personal / Workman - Incentive, Production linked Bonus, Improvement in living standard.
Affecting Factors	Skills, Working Aids, Automation, Environment, Motivation - How improves or slows down.
Comparison with developed countries	Comparative productivity in developed countries (viz. Germany, Japan and Australia) in selected industries e.g. Manufacturing, Steel, Mining, Construction etc. Living standards of those countries, wages.
Personal Finance Management	Banking processes, Handling ATM, KYC registration, safe cash handling, Personal risk and Insurance.
6. Occupational Safety, Health and Environment Education	
	Duration : 15 Hrs. Marks : 06
Safety & Health	Introduction to Occupational Safety and Health importance of safety and health at workplace.
Occupational Hazards	Basic Hazards, Chemical Hazards, Vibroacoustic Hazards, Mechanical Hazards, Electrical Hazards, Thermal Hazards. Occupational health, Occupational hygienic, Occupational Diseases/ Disorders & its prevention.
Accident & safety	Basic principles for protective equipment. Accident Prevention techniques - control of accidents and safety measures.
First Aid	Care of injured & Sick at the workplaces, First-Aid & Transportation of sick person.

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Basic Provisions	Idea of basic provision legislation of India. safety, health, welfare under legislative of India.
Ecosystem	Introduction to Environment. Relationship between Society and Environment, Ecosystem and Factors causing imbalance.
Pollution	Pollution and pollutants including liquid, gaseous, solid and hazardous waste.
Energy Conservation	Conservation of Energy, re-use and recycle.
Global warming	Global warming, climate change and Ozone layer depletion.
Ground Water	Hydrological cycle, ground and surface water, Conservation and Harvesting of water.
Environment	Right attitude towards environment, Maintenance of in -house environment.
7. Labour Welfare Legislation	
	Duration : 05 Hrs. Marks : 03
Welfare Acts	Benefits guaranteed under various acts- Factories Act, Apprenticeship Act, Employees State Insurance Act (ESI), Payment Wages Act, Employees Provident Fund Act, The Workmen's compensation Act.
8. Quality Tools	
	Duration : 10 Hrs. Marks : 05
Quality Consciousness	Meaning of quality, Quality characteristic.
Quality Circles	Definition, Advantage of small group activity, objectives of quality Circle, Roles and function of Quality Circles in Organization, Operation of Quality circle. Approaches to starting Quality Circles, Steps for continuation Quality Circles.
Quality Management System	Idea of ISO 9000 and BIS systems and its importance in maintaining qualities.
House Keeping	Purpose of House-keeping, Practice of good Housekeeping.
Quality Tools	Basic quality tools with a few examples.

10. DETAILS OF COMPETENCIES (ON-JOB TRAINING)

The **competencies/ specific outcomes** on completion of On-Job Training are detailed below: -

Block – I

1. Use different lights, reflectors, flash & accessories and guide number.
2. Demonstrate different types of composition using various lighting techniques and make use of lenses.
3. Perform Digital Editing using Image editing software.
4. Take computer printout of photos from digital camera
5. Transfer images to storage devices, through E-mail, Internet and analyze Images.
6. Scan photographs and capture in frames.
7. Handle digital video cameras, Tape, DVD, HDD and accessories.
8. Practice video shooting of different areas of Lighting.
9. Perform mixing, editing, dubbing of sound, Audio video recording and make use of microphones
10. Plan production through visualization according to script
11. Shoot and edit short documentary, news items, interviews
12. Store materials in media using software for changing the formats.

Note:

1. Industry must ensure that above mentioned competencies are achieved by the trainees during their on-job training.
2. In addition to above competencies/ outcomes industry may impart additional training relevant to the specific industry.

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INFRASTRUCTURE FOR PROFESSIONAL SKILL & PROFESSIONAL
KNOWLEDGE

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LIST OF TOOLS AND EQUIPMENT for Basic Training (For 20 Apprentices)		
A: TRAINEES TOOL KIT (For each additional unit trainees tool kit Sl. 1-18 is required additionally)		
Sl. No.	Name of the items	Quantity (indicative)
1.	Digital compact still camera with standard accessories	5
2.	Digital SLR camera with standard accessories.	2
3.	Digital SLR with detachable recorder (Latest model)	1
4.	Video capture card	2
5.	14” LMD monitor	2
6.	Multimedia speaker 2.1	2 sets
7.	Digital lens (Normal/wide/telephoto)	2 sets each
8.	Desiccators 15” dia	5
9.	Digital handycam with cassette and DVD, hard disc type	3
10.	Zoom lens matchable with Digital SLR camera (28-70mm, 70-300mm)	1 each
11.	Fish eye lens matchable with Digital SLR camera	1
12.	Camera stand for still camera	2
13.	Camera stand for video (low base)	1
14.	Cable release	2
15.	Different types of filters,(10 types) matchable with camera (Graduated, Star filter, multi image, ND, Sky light, polarizer, colour filter set , 80B, both for video & still)	1 each
16.	Extension ring (4 types)	2
17.	Electronic flash gun (Manual & auto) Different types with slave unit	4
18.	Studio light	4
19.	Spot light	2
20.	Electronic umbrella light	4
21.	Air conditioner for studio (1.5 ton)	4
22.	Exposure meter (digital incident)	6
23.	Studio room (30ft.X30ft. X18ft. height) fitting with	1 room
24.	Studio & class room furniture	
	a) Steel chairs folding type with arm rest for trainees	20
	b) Working table moulded	20
25.	Computer with multimedia facility and graphic acceleration card	10

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	andDVD writer, CD drive, Zip drive, video capture card (Latest configuration) Connected with LAN	
26.	Standalone DVD recorder	2
27.	Inkjet printer with color cartridge (1200 dpi or higher)	2
28.	Laser printer with colour cartridge (1200 dpi or higher)	2
29.	Scanner (1200 dpi or higher)	2
30.	UPS (5 KV A)	10
31.	Windows operating system XP or latest version	1
32.	Photo editing software like Photoshop CS 3 etc.	As required
33.	MS office latest version	1
34.	Macro media free Hand latest version	1
35.	Flash latest version	1
36.	Director latest version	
37.	Sound Forge/cool edit pro latest version	2
38.	Digit Mix latest version	1
39.	Anti Virus software latest version	1
40.	Adobe Premier available version	1
41.	Table for computer, printer and scanner	10
42.	Chairs for computer classes	20
43.	DVD writable (latest capacity)	100
44.	DVD Re-writable (latest capacity)	50
45.	Portable hard disk 320GB- 1	1
46.	Pen drive 8GB	5 each
47.	Multiple card reader	5
48.	Reflectors (Folding portable)	10
49.	Cool light	8
50.	Multi 10 & Multi 20	10 each
51.	Sun Gun	6
52.	Porto pack light	3 sets
53.	Tape matchable with the camera	As required
54.	Slide & film high resolution scanner with adapter for A3	1
55.	Slide & film high resolution scanner with adapter for A4	1
56.	DV VTR according to digital camera	1
57.	DV VTR with play back adapter for camcorder	1
58.	Play back adapter for video camera	1
59.	Battery charger for still camera	1
60.	Battery charger for video camera	1
61.	Battery for digital SLR camera	12
62.	Battery for digital video camera	12
63.	Microphone (boom)	1
64.	Microphone (lapel)	2
65.	Trolley set 30 ft.	1
66.	Round trolley 30 ft.	1
67.	Cable	As required
68.	Extension Board	As required

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69.	BNC cable with various connectors (80 ohms)	As required
70.	Steel almirah	2
71.	Pigeon hole steel almirah	1
72.	Fire extinguisher	4
B:TOOLS INSTRUMENTS AND GENERAL SHOP OUTFITS		
73.	Over head projector with screen	1
74.	LCD Projector	1
75.	DLP projector and motorized projection screen	1

Note: In case of basic training setup by the industry the tools, equipment and machinery available in the industry may also be used for imparting basic training.



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TOOLS & EQUIPMENTS FOR EMPLOYABILITY SKILLS		
Sl. No.	Name of the items	Quantity
1.	Computer (PC) with latest configurations and Internet connection with standard operating system and standard word processor and worksheet software	10 Nos.
2.	UPS - 500VA	10 Nos.
3.	Scanner cum Printer	1 No.
4.	Computer Tables	10 Nos.
5.	Computer Chairs	20 Nos.
6.	LCD Projector	1 No.
7.	White Board 1200mm x 900mm	1 No.

Note: - Above Tools & Equipments not required, if Computer LAB is available in the institute.

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FORMAT FOR INTERNAL ASSESSMENT

Name & Address of the Assessor :						Year of Enrollment :								
Name & Address of ITI (Govt./Pvt.) :						Date of Assessment :								
Name & Address of the Industry :						Assessment location: Industry / ITI								
Trade Name :			Semester:			Duration of the Trade/course:								
Learning Outcome:														
Sl. No	Maximum Marks (Total 100 Marks)		15	5	10	5	10	10	5	10	15	15	Total internal assessment Marks	Result (Y/N)
	Candidate Name	Father's/Mother's Name	Safety consciousness	Workplace hygiene	Attendance/ Punctuality	Ability to follow Manuals/ Written instructions	Application of Knowledge	Skills to handle tools & equipment	Economical use of materials	Speed in doing work	Quality in workmanship	VIVA		
1														
2														