

# **UB PHOTOS INSTITUTE OF PHOTOGRAPHY**

**A unit of UBP's center for alternative vocation**

**(Registered under the Societies Registration Act. XXI of 1860/KAM/240/W/825 of 2004-2005)**



## **PROSPECTUS**



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# why?

*T*he photographic image... is a message without a code. You don't take a photograph, you make it.

Is digital photography fundamentally different from film? No, it really isn't. Both types of systems work via the same principles: capture light via shutter speed, aperture, and sensitivity (ISO) controls.

The real difference, in so many ways, rests with the functionality of the camera. Whether you're shooting with a Nikon point-and-shoot, a Canon Digital SLR, learning how to use the features of your camera will be your biggest learning curve.

Capturing digitally doesn't necessarily mean you need a new computer, printer, and a lesson in electronics. The age-old method of shooting pictures and sending them to a lab can still be followed, if desired. Alternatively, using any relatively modern computer you can store, then send pictures to a photo lab via the Internet and they're easy to use.

So how do you 'learn' digital photography? First, learn basic principles of photography – how to capture light. After that, play around!!!

With the advent of digital photography and the popularity of electronic forms of news and entertainment, individuals seeking a photography career will be seeing demand for their talents shifting in new directions. Most photographers are employed in television, mailing and reproduction services, newspapers or as portrait photographers. But, regardless of where the work is, we will continue need and depend on individuals with creativity and vision to help us to see ourselves.

### ***Related Career Fields***

- ◆◆◆ Video Editing
- ◆◆◆ Motion/Video Camera
- ◆◆◆ Television and Motion Picture Production
- ◆◆◆ Graphic Arts
- ◆◆◆ Advertising
- ◆◆◆ Art
- ◆◆◆ Desktop Publishing
- ◆◆◆ Printing and Publishing
- ◆◆◆ Journalism

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# about...

*I*t's an initiative of UB Photos towards Social Responsibility.

The objective of the organization is to direct the educated youth of Assam & other parts of the North East towards alternative vocations as a career option. Since employment opportunities in the region are dwindling, it has become a necessity today to choose alternative vocations. It is the endeavor to ensure that mental facilities of the unemployed youths are used productively and are not dissipated. The primary aim is to build up a strong skilled and patriotic young generation ready to take up the challenge for the country in their respective chosen vocations. The organization is registered under Societies Registration Act, XXI of 1860.

It was decided at the first governing body meeting to set up a Photography Institute to train the youth who have the right aptitude in the art of photography and prepare them to take up professional photography as an alternative vocation. Photography, needless to say, has become a lucrative profession today and a professional photographer is as much in demand as other professionals.

UB Photos Institute of Photography was the first step with the active support of UB Photos, a Guwahati based professional photo agency headed by the renowned photographer Utpal Baruah. The UB Photos' expertise in the field will be the main guiding force of the photography institute and besides it will have the best of faculty available in the North East.

In the span of eight years the organization had mastered other vocations like Videography & Editing, Cooking & Baking and Food processing. We are also planning to add new vocations to give the young talents of the region the right outlets for their future career.

In short, the UBP's Centre for Alternative Vocation is guided the Good Samaritan spirit.

*Arundhuti Goswami*  
*Executive Director,*

*UBP's Centre for Alternative Vocation*

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# message...

*P*assionate about photography? Want to learn photography courses from experts, or free photo tips to help you take better pictures? You're in the right place – UB Photos' Institute of Photography, Guwahati. Run at the behest of UBP's Centre for Alternative Vocation. A non-governmental organization, the Institute of Photography is a non-profit-making institution set up to train and groom youths for an alternative vocation.

The primary aim of this Institute is to train creative talents of the North-eastern region to hone their skills in the art of photography. From being just a hobby and a passion, photography has today become a lucrative profession. The charm and challenge associated in the life of a professional photographer is best experienced then told. And to reach that stage of becoming a good professional photographer, one requires hard work, dedication, a creative bent of mind, besides fundamental training and guidance to fine-tune their skills. There are options galore in today's fast developing photography scenario to get a foothold in both national and international arena. And it is in this context that the Institute of Photography can help young aspiring talents to turn their dreams into reality. Whether your goal is to open your own studio or to work for someone else, the following courses will prepare you to use your skills and talents productively.



*Utpal Baruah,  
Director,  
UB Photos Institute of Photography*

# UB PHOTOS INSTITUTE OF PHOTOGRAPHY

# programmes of study...

## ◆◆◆ STILL PHOTOGRAPHY COURSES

### ◆◆◆ THREE MONTHS BASIC DIGITAL PHOTOGRAPHY COURSE

Course duration: 3 (Three) months, total 12 (Twelve) classes

Eligibility: HSLC Pass or equivalent

### ◆◆◆ BASIC DIGITAL PHOTOGRAPHY COURSE

Course Duration: 2 (Two) months, Five days in a week

Eligibility: Higher Secondary Pass or equivalent

### ◆◆◆ PROFESSIONAL DIGITAL PHOTOGRAPHY COURSE

Course Duration: 6 (Six) months, Five days in a week

Eligibility: Higher Secondary Pass or equivalent

### ◆◆◆ SPECIALIZATION COURSE:

After completion of 6 months Professional course, for 2 months students can choose a particular stream of photography to get expertise in it.

Students can apply for internship as well, again for a period of 2 months under any renowned photographer. Therefore 1 (one) full year professional photography course is provided by the institute.

**75% PRACTICAL CLASSES**

## ◆◆◆ VIDEOGRAPHY COURSES

### ◆◆◆ AUDIO/VIDEO EDITING COURSE

Course Duration- 6 (Six) months, Five days in a week

Eligibility: Higher Secondary Pass or equivalent

### ◆◆◆ VIDEO CAMERA OPERATING COURSE

Course Duration- 6 (Six) Months, Five days in a week

Eligibility: Higher Secondary Pass or equivalent

### ◆◆◆ MOTION PICTURE PRODUCTION COURSE

Course duration- 6 (Six) Months, Three days in a week

Eligibility: Higher Secondary Pass or equivalent

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# admission procedure

## ◆◆◆ HOW TO APPLY:

Application form and prospectus may be obtain from the UB Photos Institute of Photography office on payment of Rs. 100.00.

## ◆◆◆ DOCUMENT REQUIRED FOR ADMISSION:

Last educational qualification certificate

Two copy of passport photograph

## ◆◆◆ CANCELLATION OF ADMISSION:

Admission of a student can be cancelled if at any stage it is found that he/she has furnished incorrect information or has suppressed facts to secure admission or has indulged in unlawful activities.

If any dispute arises out of such REFUSAL/ CANCELLATION, the decision of the institute Head shall be final.

## ◆◆◆ REFUND OF FEE:

The course fee and other fee deposited by students will not be refund under any circumstance.

## ◆◆◆ IDENTITY CARD:

On confirmation of admission the institute will be issued Identity Cards. Students are required to carry their identity cards during theory and practical class and Examination. The identity cards cannot be used as a press card, or any other places to get privileged.

## ◆◆◆ FEE STRUCTURE AND MODE OF PAYMENT

Eligible candidate may apply in the prescribe forms provided by institute with the requisite course fee in Cash in two installment or cheque in favour of UB Photos. Fees are inclusive of Admission Fee, Counseling fee (Theory and Practical), Course Materials Fee, Library Fee, and Examination Fee. After scrutiny of the application form and the necessary testimonials, eligible candidates will be provisionally admitted to the course and Roll No will be issued.

# UB PHOTOS INSTITUTE OF PHOTOGRAPHY

# admission procedure

## ◆◆◆ FACILITIES DURING COURSE:

1. DSLR cameras and camera equipments provided during course
2. Modern Fashion Studio arrangement of the Institute
3. Modern Class rooms
4. Modern Computer lab
5. Speech by Experts in various photography fields
6. Modern Library with several Photography books, Magazine, regional and National Newspapers

## ◆◆◆ MEDIUM OF LEARNING:

The medium of learning course materials and examination for all courses shall be English and counseling for all courses in Assamese, Hindi & English

## ◆◆◆ EXAMINATION AND EVALUATION:

The examination for the students conducted by UB Photos institute of Photography as per rules and regulation approved by the director of institute.

## ◆◆◆ RULES AND REGULATION:

The Fundamental Photography Course is mandatory for all students. Anybody willing to take-up photography as a profession can go for the Specialization Course after completion of the Fundamental Photography Course. In this Specialization Course one can choose any stream of photography like photojournalism, digital photography, glamour photography, wildlife, general studio base set-up photography etc. And those willing to further their technical knowledge could opt for the Experience Course on completion of the above two courses.

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# admission procedure

## ◆◆◆ RULES AND REGULATION:

(contd.)

The admit card along with the schedule for the examination are dispatched to the candidate at least one week prior to the commencement of the examination.

\*Candidates will be allowed to appear in the examination those attend 80% theory and practical class.

\*Examination shall be of three hours duration for each paper.

\*Candidate securing 90% or above of the aggregate marks in the final examination shall be placed in "A+" grade

\*Candidate securing 70% or above of the aggregate marks in the final examination shall be placed in "A" grade.

\*Candidate securing 60% or above of the aggregate marks in the final examination shall be placed in "B" grade

\*Candidate securing 50% or above of the aggregate marks in the final examination shall be placed in "B+" grade

\*Candidate securing 40% or above of the aggregate marks in the final examination shall be placed in "B" grade

\*Candidate securing below 40% of the aggregate marks in the final examination shall be placed in "C" grade





# COURSE...

## THREE MONTHS BASIC DIGITAL PHOTOGRAPHY COURSE (ONLY SUNDAY CLASSES)

1. Introduction to photography/ digital photography
2. Aperture or f no
3. Sutter and Sutter Speed
4. Camera Sensor and ISO speed
5. Exposure
6. Depth of field
7. Lens and its functions
8. About Camera Program Moods
9. Composition
10. Framing and Different shots of people
11. White Balance
12. Camera equipments
13. Adobe Photoshop basic





# *COURSE...*

## **2 MONTHS - BASIC DIGITAL PHOTOGRAPHY COURSE**

1. Introduction to photography/ digital photography
2. Sutter and Sutter Speed
3. Aperture or f no.
4. Camera Sensor and ISO speed
5. Understanding Exposure and Exposure Bracketing
6. Depth of field
  - a. Focus and Focus Lock
  - b. Focal Length
  - c. Angle of View
7. Lens and its functions
  - a. Prime Lens
  - b. Zoom Lens
  - c. Macro Lens
8. Composition
  - a. Golden Mean Rule
  - b. Rule of Third
9. Learning to Use Digital Camera Settings and Features
10. Framing and Different shots of people
11. White Balance
12. Color temperature, colors
13. Types of Photography
14. Camera equipments
15. Flash Photography and Fill Flash Photography
16. Indoor shooting & Indoor shooting equipments
17. Raw and JPEG image
18. Adobe Photoshop
19. Practical with DSLR
20. PPP Show

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# *COURSE...*

## **6 MONTHS PROFESSIONAL DIGITAL PHOTOGRAPHY COURSE**

- 1. Introduction to photography**
- 2. History of Photography**
- 3. Analog Vs digital photography**
- 4. Camera Care**
- 5. Focusing modes of a DSLR Camera**
- 6. Camera Sensor and Sensor size explained**
- 7. Crop Factor Explained**
- 8. Shutter and Shutter Speed**
- 9. Aperture or f no.**
- 10. ISO speed**
- 11. Understanding Exposure and Exposure Bracketing**
- 12. Depth of field**
  - a. Focus and Focus Lock**
  - b. Focal Length**
  - c. Angle of View**
- 13. Lens and its functions**
  - a. Prime Lens**
  - b. Zoom Lens**
  - c. Macro Lens**
- 14. Composition**
  - a. Golden Mean Rule**
  - b. Rule of Third**
  - c. Using a Subject as a Frame**
- 15. Shooting Settings**
  - a. Manual**
  - b. Aperture Priority**
  - c. Shutter Speed Priority**
- 16. Framing and Different shots of people**

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# *COURSE...*

## **6 MONTHS PROFESSIONAL DIGITAL PHOTOGRAPHY COURSE**

(contd.)

- 17. Learning to Use Digital Camera Settings and Features
- 18. Color temperature, colors
- 19. White Balance
- 20. Flash Photography and Fill Flash Photography
- 21. Camera equipments, outdoor shooting & Indoor shooting equipments
- 22. Specialization Course: Photo Journalism and Sports Photography, Fashion Photography, Nature Photography
- 23. Various types of Photography:, Wild Life Photography, Street Photography, Photographing Children
- 24. Night Photography
- 25. Close Up Photographs
- 26. File Formats: Raw and JPEG image
- 27. Adobe Photoshop
- 28. Practical with DSLR
- 29. PPP Show & Analysing an Image (Monday, Wednesday and Friday in a week)



# COURSE...

## 6 MONTHS AUDIO/VIDEO EDITING COURSE

In the audio/video editing course we teach the concepts, theories and practices that are important for today's media. Students learn how to take raw footage, multiple subplots, multiple characters, music, and sound effects, graphics and compositing elements. Ultimately the course can make someone confident in the editing profession.

1. Video Post Production
2. Non Linear Editing including FCP
3. 3D Compositing
4. Media Management
5. Sound Composition
6. Sync Sound with Video
7. Working environment in a Video and Audio studio etc.





# COURSE...

## 6 MONTHS VIDEO CAMERA OPERATING COURSE

In video camera operating we teach student how to operate the camera to achieve the desired results and also to assess how all the elements of performance, art direction, lighting, composition and camera movement come together to create the cinematic experience. Camera Operators need a good working knowledge of all camera systems, lenses and camera support equipment; of available accessories such as remote focus systems, video senders and receivers, and of any other regularly used equipment which are taught in the course.

1. Knowing the parts of the Camera
2. How to hold a Camera
3. Using a Tripod
4. Getting ready to use the Camera
5. Composition
6. Camera Movement
7. Art Direction
8. Checklist for Filming
  - a. Equipment Checking
  - b. Light Checking
  - c. Operation Checklist etc



# COURSE...

## 6 MONTHS MOTION PICTURE PRODUCTION COURSE

Preproduction is usually the most time consuming part of Video making. The more decisions you make in the preproduction stage the less you will have to do and worry when you are filming.

Many people get attracted to video production when they watch movies, serials, documentaries etc. But due to lack of basic knowledge of this field they are afraid to come forward.

We have designed this course in meaningful way so one can easily learn all basic things of a production system of audio/video software and easily can get involved themselves in any production unit. This course will teach all theories and techniques of a production unit not only theoretically but also in practice.

1. Pre Production Research
2. Equipment Overview -Camera check-out
3. View Camera Exercise -Intro to Final Cut Express
4. Lighting
5. Sound -View Camera Exercise
6. Discuss Projects
7. Interviewing Techniques
8. View Camera Exercise-Plan Shoot
9. Production
10. Post-Production- Begin Editing





# stories of ....

During the last 8 years we have molded some of the best photographers. Here are some of them-

“

Clicking photo was my hobby as a teenager. Through photographs I can express my feelings. UB Photos Institute of Photography was my first step towards my successful career. It helped me a lot to learn new things about photography, got new ideas. Overall it was a very good experience and the faculties were very good. Today I am what because of UB Photos Institute of Photography.

*Bitupan Talukdar*

*Photographer, Defence Research Development Organization, Dehradun,*

”



“

Though I was good in studies, it failed to attract me. I liked to take photos as my hobby. So I did my basic photography course from UB Photos Institute of Photography where I learned how to handle a camera. Analog printing, film directing, post photo processing images inspired me a lot. I do not think about the future, I grab what comes on my way. So, this is how photography came on my way and I grabbed it. To be a successful photographer I think hard work, contacts and luck matters...

*Dhruba Jyoti Kakoti*

*Fashion & Modelling Photographer*

”



“

Photography is my passion from childhood. I like photograph, love photograph and without camera I cannot survive-it's my lifeline. I will do anything for photography. Photography is an art; through lenses we can see the world in a different perspective. I want to be a fashion photographer and UB Photos Institute of Photography provided me a base for my career. I learned many new things about camera-how to handle it, I have found different angle to see the world

*Jugal Choudhury*

*Event & Wedding Photographer*

”



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# stories of ....

During the last 8 years we have molded some of the best photographers. Here are some of them-

“

I was a student of UB Photos Institute of Photography and now I am working as a full time photographer of UB Photos since September 2012. I am a Mechanical Engineer by education and a photographer by profession. After joining UB Photos I feel free as I have chosen-what I love to do most. I want to write my name in history as one of those photographers which are counted as great of all time. For a better photographer one must have the power of observation as there are 360 degree angles to shoot a subject with a camera. Now I realize, composition can make a photograph better not Photoshop.

*Rituraj Shivam*

*UB Photos, Photo Journalist*

”



“

I would like to share some few things regarding the institute during my 50 days of basic photography course. It was quite a privilege to study and to learn about photography. In my opinion, the institute didn't only taught the basics but also gives a better opportunity to interact with the outside world. The faculties were good, especially the way they interact with the students not only in the class but also outside the classroom. In the beginning I knew nothing about photography, but at the end I can at handle a camera. Theory was taught well, moreover the practical classes were interesting. Today I can proudly proclaim as a photographer all due to help of this institute. I hopefully believe that, the institute will help out to mould many promising photographers of this region. Finally I would like to thanks the Institutes and its' faculties to creating me as a photographer. I hopefully pray that let the institute earn lots and lots of n fame in the near future .

*Jeli Ringu Camdir*

*Student of UB Photos Institute of Photography*

”



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# stories of ....

During the last 8 years we have molded some of the best photographers. Here are some of them-

“

Photography is my passion. I Always wanted to be in the fashion industry as a renown photographer. So I am giving my level best to the industry. I have Covered events like Lakme Fashion Week 2013 at Mumbai. My motto is "Work hard and never give up".

UB Photos Institute of Photography helped me to bring out the best in me as a successful photographer.

*Kamal Kakoti*

*Fashion Photographer based in Mumbai*

”



“

I have been working with The Sentinel group for the science 2 years as a news photographer. I did the photography course from UB Photos Institute of photography where I learned most of the things about photography. Its never too late or early to start something so if you have the passion to do something start working for it.

*Banajit Bhuyan*

*Photographer, The Sentinel*

”

“

The best part of photography is that it brings smile to everyone's face, and that is one reason I love clicking. Now in North-East, UB Photos Institute of Photography gives people like us the opportunity to learn the basic tips to capture the right moment at the right time; so through the regular workshop even you guys can grab such opportunities. Being a Freelance Graphic Designer in my spare time, I often like to go for photo shoots. So a small tip to my readers, keep clicking and keep smiling. Good Luck!

*Sweta Dhanuka*

*Freelancer*

”



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