



St. JOSEPH'S COLLEGE
Tiruchirappalli

Certificate Course in **MASS MEDIA AND BUSINESS DEVELOPMENT**

- **Who can apply**

UG and PG students

- **Teaching Mode**

Hybrid

- **Course Coordinators**

Dr. V. Bastin Jerome

Dr. S. Aruldass

- **Contact for queries**

9840553408

Duration

45

Hours

Course Fee
₹ 1000

Course overview

- Exposure to basics of photography, shots, framing and compositing
- Provides students with an extensive understanding of the visual and technical skills required to question and reflect on visual languages
- Helps the students to develop an individual photographic attitude and helps them gain in-depth information on film and motion design, illustration, game design, communications design and photography
- Helps learn the nuances of using photoshop to enhance the photos, create designs and use the tools in the software to actualise the creative ideas into reality
- Prepares the students with the basic knowledge of visual medium for their careers in advertising agencies, press and media, print publications, TV channels, E-magazines, production houses, etc.