

B.A. Photography and Digital Media Production

Offered by Top Autonomous Colleges affiliated with the
University of Mumbai



About the Institute

23+ Years of Shaping India's Creative Professionals

Le Mark Institute is one of India's most recognised institutions in Design and Media education a pioneer that has spent over two decades developing the talent, tools, and industry relationships that today's creative economy demands.

Official Knowledge Partner - Autonomous Colleges Affiliated to University of Mumbai

Our Defining Statement

Le Mark Institute brings over 23 years of creative education expertise as the knowledge partner powering these University of Mumbai affiliated undergraduate degree programmes. We don't just teach, we translate industry reality into classroom experience. We equip students with a professional portfolio before they graduate, and connect talent directly to the opportunities that built our alumni community across design, media, and communication sectors worldwide.



10,000+

Alumni Across Industries

500+

Industry Projects

3000+

Success Stories

4

Campuses



Valia Chhaganlal Laljibhai College of
Commerce & Valia Lilavantiben
Chhaganlal College of Arts
(AUTONOMOUS)
affiliated with the University of Mumbai

Why B.A. in Photography and Digital Media Production

Photography and digital media are at the core of today's content-driven world - shaping brands, stories, culture, and communication across platforms.



Why Students choose Photography and Digital Media Production today



1+ Trillion Media and Entertainment Market

Rapidly expanding across digital, OTT, advertising, and content platforms



6+ Million Jobs

Across photography, filmmaking, digital media, advertising and content creation



80% of Employers

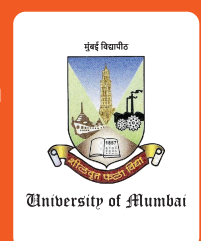
Prefer candidates with practical skills, strong portfolios, and real-world project exposure

One Industry. Endless Creative Careers.

Commercial Photography | Fashion and Lifestyle | Cinematography | Filmmaking
Content Creation | Visual Storytelling
Advertising and Media | Freelancing and Entrepreneurship

Graduate with a
**B.A. Degree in
Photography and Media
Production**

Offered by Top Autonomous
Colleges affiliated with the
University of Mumbai



Programme Overview

Offered in collaboration with top autonomous colleges affiliated with the University of Mumbai, the 3-Year B.A. Photography and Digital Media Production is designed to transform creative passion into professional expertise.

The programme blends photography, videography, filmmaking, digital media tools, and visual storytelling with hands-on studio learning and industry exposure. Students gain in-depth technical knowledge, creative direction, and production skills aligned with current industry standards.

With a strong focus on portfolio development, live projects, and career mentoring, graduates are prepared to enter photography studios, production houses, media agencies, or build independent creative careers.



01

Photography, Lighting and Visual Composition



02

Studio Production, Photo Editing and Digital Imaging



03

Photography and Videography Production Pipeline

Skills and Knowledge you Will Develop during the Programme

Students develop a strong foundation in visual storytelling, photography techniques, digital media production, and creative content development.

Photography Fundamentals



- › Camera Operations and Photography Techniques
- › Composition, Framing and Visual Storytelling
- › Studio Lighting and Outdoor Photography
- › Portrait, Fashion, Product, Events and E-Commerce Photography

Cinematography and Video Production



- › Video Shooting Techniques
- › Camera Movement and Composition
- › Storyboarding and Visual Narrative
- › Short Film and Documentary Production

Digital Editing and Post Production



- › Photo Editing and Colour Correction
- › Video Editing and Sound Integration
- › Digital Media Workflow
- › Visual Effects Basics

Media Communication and Storytelling



- › Visual Communication Principles
- › Content Development for Digital Platforms
- › Social Media Storytelling
- › Creative Direction and Concept Development

Photography Business and Management



- › Photography Marketing and Branding
- › Client Briefing and Requirement Analysis
- › Photography Project Management
- › Photo Licensing and Pricing

Professional Development



- › Portfolio Building
- › Personal Branding and Freelancing
- › Client Communication
- › Media Industry Awareness
- › Studio Entrepreneurship and Launch

How you Will Learn

Learning is studio-based, practical, and theory-supported, not limited to classrooms.

Photography Foundations and Visual Language

Understanding composition, lighting, camera techniques, and visual storytelling.

Digital Media and Video Production

Hands-on training in videography, editing, and post-production.

Studio Shoots and On-Field Projects

Practical experience through fashion shoots, product shoots, documentaries, and short films.

Live Projects and Industry Exposure

Work on real briefs, campaigns, and collaborative industry projects.

Portfolio Development and Critiques

Structured portfolio building with reviews and jury evaluations.

Masterclasses and Workshops

Sessions led by professional photographers, filmmakers, editors, and media experts.

Industry Visits and Study Tours

Exposure to studios, production houses, agencies, exhibitions, and media events.

End-to-End Media Creation

Conceptualise, produce, and deliver photography and video projects individually and in teams just like working professionals.

Careers and Support

Empowering students with skills, exposure, and guidance to build successful media careers

01 Industry Internships

Hands-on exposure with studios, agencies, and production houses



Portfolio and Showreel Development

Build a strong professional portfolio and video showreel

02



03 Career Mentorship

Guidance from industry experts and creative professionals



Placement Assistance

Support for jobs, freelance projects, and assistant roles

04



05 Networking Opportunities

Access to alumni and industry networks



Entrepreneurship Support

Guidance to start independent careers or creative ventures

06

Industry Connect that Leads to Successful Placements

Our programme prepares students for opportunities across photography studios, media production houses, and digital content agencies. Through portfolio development, industry exposure, and career guidance, students are equipped to explore internships and professional opportunities in photography, digital media, and visual production.

Your Pathway to Careers in the Photography and Digital Media Production

Multiple Career Pathways After Graduation

Students may work with media companies, advertising agencies, production houses, fashion brands, digital platforms, and creative studios, or establish independent careers as freelance photographers and content creators.



Creative Photography Roles

Creative and technical positions for photography graduates:

- > Professional Photographer
- > Fashion Photographer
- > Commercial Photographer
- > Product Photographer
- > Event Photographer
- > Documentary Photographer
- > Travel Photographer
- > Photo Journalist



Media and Production Roles

Roles focused on communication, branding, and design presentation:

- > Assistant Cinematographer
- > Video Editor
- > Film Production Assistant
- > Digital Content Producer
- > Media Producer
- > Documentary Filmmaker
- > Creative Director



Digital and Business Roles

Opportunities in brand strategy, retail, and entrepreneurship:

- > Content Creator
- > Social Media Content Producer
- > Visual Content Strategist
- > Digital Media Entrepreneur
- > Freelance Photographer
- > Creative Studio Founder

India's photography and visual media industry is valued at over \$6.8 billion and growing rapidly, creating increasing demand for skilled photographers and visual content professionals

A Vibrant Campus Culture

Fueling creativity and innovation through immersive, hands-on learning. Preparing you with real-world skills for a successful professional journey.



LIVE SHOTS AND PRODUCTIONS



AWARDS NIGHT



PHOTO EXPO



MASTERCLASSES



COLLABORATIVE MEDIA PRODUCTIONS



STATE OF THE ART INFRASTRUCTURE



STUDY TRIPS



CULTURAL EVENTS



LE MARK INSTITUTE DESIGN WEEK



PHOTOGRAPHY STUDIO



STUDENT PORTFOLIO DEVELOPMENT

Admissions and Next Steps



Step 1



Select Your Campus

Choose the campus that best fits your location, facilities, learning environment, and academic goals.

Step 2



Book a Counselling Session

Connect with our academic counsellors to explore the programme structure, career paths, and opportunities.

Step 3



Submit Your Application

Complete the application form with the required details to officially apply for the programme.

Step 4



Confirm Your Admission

Secure your seat by completing the admission formalities and begin your journey towards a photography and digital media career.



Integrated

Other Programmes

School of Fashion and Textile Design



- Professional Certificate in Fashion Design 6 Months
- Professional Certificate in Textile Design 6 Months
- Diploma in Fashion Design 1 Year
- Diploma in Textile Design 1 Year
- Advanced Diploma in Fashion Design and Brand Communication 2 Years
- Professional Diploma in Fashion Design and Business Management 3 Years
- **Bachelor of Science (B.Sc.) Fashion Design / B.Sc. (Hons.) Fashion Design 3/4 Years**

School of Interior Design



- Professional Certificate in Interior Design 6 Months
- Diploma in Interior Design 1 Year
- Advanced Diploma in Interior Design and Space Planning 2 Years
- Professional Diploma in Interior Design and Business Management 3 Years
- **Bachelor of Science (B.Sc.) Interior Design / B.Sc. (Hons.) Interior Design 3/4 Years**

School of Photography and Digital Film Making



- Professional Certificate in Photography 6 Months
- Diploma in Commercial Photography 1 Year
- Advanced Diploma in Photography and Cinematic Videography 2 Years
- Professional Diploma in Photography, Videography and Media Business 3 Years
- **Bachelor of Arts (B.A.) Photography and Digital Media Production 3 Years**

School of Multimedia



- Professional Certificate in Graphic Design 6 Months
- Diploma in Graphic and UI/UX Design 1 Year
- Professional Certificate in Video Editing 6 Months
- Diploma in Video Editing and Post-Production 1 Year
- Specialised Diploma in Motion Graphics and Visual Effects 1.8 Years
- Advanced Diploma in 2D Animation and Storyboarding 2 Years
- Professional Diploma in 3D Animation and Digital Filmmaking 3 Years
- **Bachelor of Arts (B.A.) Visual Communication and Animation 3 Years**

School of Jewellery Design



- Professional Certificate in Jewellery Design 6 Months
- Diploma in Jewellery Design 1 Year

Contact Us

Andheri

5th Floor, Valia College of Arts, Commerce And Science, Cosmopolitan Education Society Road, D.N Nagar, Andheri (West), Mumbai - 400053

Ghatkopar

401, Jyoti Chambers, Junction of J.V. Road and Hirachand Desai Road, Opp. Metro Station, Ghatkopar (West), Mumbai – 400086

Matunga

1st Floor, SkillOne Institute Shradhanand Rd, 426, Brhmanwada, C.R, Matunga East, Mumbai- 400019

Thane

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