



PRIME

A HUB OF DIGITAL PROMOTION

JOB-READY TRAINING PROGRAM 2026–27 · DOMAIN 05 OF 06

Photography & Videography

Shoot like a professional — from camera basics to full brand productions.

PROGRAM AT A GLANCE

10 Weeks · 50 Training Days

Beginner to advanced

PROGRAM DURATION

01 Oct 2026 – 31 Mar 2027

MODEL

2 Months Training + 4 Months
Internship

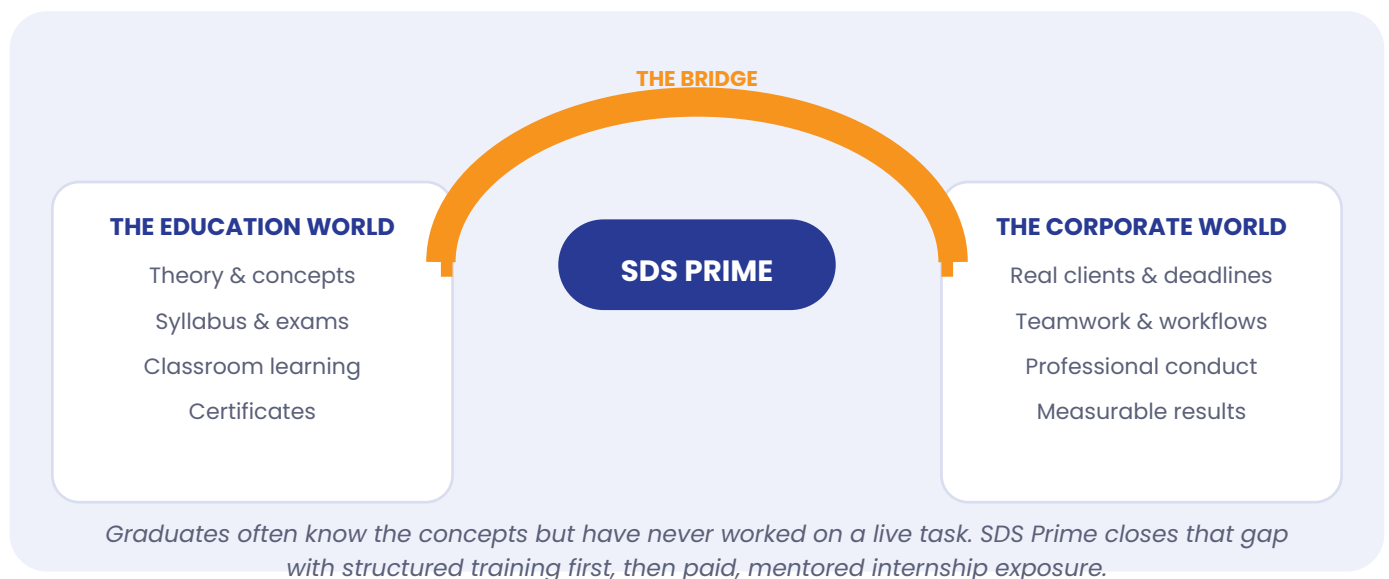
STIPEND

₹3,000 / month from Month 3

About SDS Prime

SDS Prime — A Hub of Digital Promotion — is based at AT News House in Aligarh. We work where content, creativity, technology and marketing meet, and our training is built around how a real digital-promotion workplace operates.

The Job-Ready Training Program was started with one thought: **to connect the educational world and the corporate world** and to be the bridge between them. Here, learners do not wait until the end of a course to apply what they know. They learn a concept, practise it the same day, and then use it on real work.



WHAT MAKES THE BRIDGE WORK

Learn

Domain-specific training with concepts explained through workplace examples.

Apply

Every class ends with a guided practical, and every week with a project or assessment.

Perform

From Month 3, interns work on real-time assignments in a professional workflow.

WHO THIS PROGRAM IS FOR

Students

Who want practical skills alongside, or right after, their studies.

Fresh graduates

Who want workplace exposure and a portfolio before the job hunt.

Career switchers

Who are starting fresh in a new field. Beginner-friendly across domains.

Mission, Vision & Objectives

OUR MISSION

To bridge the gap between education and the corporate world by giving every learner structured training, real-time practice and workplace exposure, so they step into their first job with skills, a portfolio and confidence.

OUR VISION

To be the most trusted launchpad for young professionals: a place where learning and working happen together, and where every learner grows into an industry-ready professional.

PROGRAM OBJECTIVES

01

Build practical, industry-relevant skills in the learner's chosen domain.

02

Provide exposure to real-time assignments, projects and professional workflows.

03

Develop workplace discipline, communication, teamwork and professional confidence.

04

Create a stronger foundation for internships and entry-level career opportunities.

OUR LEARNING MODEL: LEARN, PRACTISE, APPLY, GROW

LEARN

Months 1-2

Structured domain training with guided learning and skill-building.

PRACTISE

Every week

Guided practicals, assignments and a weekly project or review.

APPLY

Months 3-6

Practical internship exposure with real-time work and mentorship.

GROW

On completion

Portfolio, certification, career guidance and a Goa celebration trip.

**We don't just teach skills.
We build workplace readiness.**

SKILLS

Domain expertise

EXPOSURE

Real workflows

CONFIDENCE

Job-ready mindset

Photography & Videography

Shoot like a professional — from camera basics to full brand productions.

DURATION

10 Weeks · 50 Training Days

FORMAT

Mon–Fri · Theory + hands-on shoots + weekly test

LEVEL

Beginner to advanced

FINAL OUTPUT

30–60 sec Product / Brand Video + Portfolio

PHASE 1 · MONTHS 1–2 · WEEK-WISE STRUCTURED TRAINING

WEEK	FOCUS & TOPICS COVERED	PRACTICAL OUTPUT
WEEK 01	Camera Fundamentals Career scope, DSLR vs mirrorless, full frame vs crop sensor, holding & stability, gear care	10 stable handheld shots
WEEK 02	Exposure Triangle ISO, shutter speed, aperture, frame rate, and balancing all three in manual mode	Perfectly exposed manual-mode shot
WEEK 03	Lenses & Depth of Field Prime vs zoom, focal lengths, macro lens, DOF for products, focus techniques	Sharp product, fully blurred background
WEEK 04	Composition & Camera Angles Rule of thirds, high/low/eye-level angles, shot sizes, leading lines & negative space	5-shot sequence, varied angles & sizes
WEEK 05	Lighting Basics Natural vs artificial light, 3-point lighting (key, fill, back), reflectors, softbox	Fully 3-point lit shot
WEEK 06	Advanced Lighting & Flash Godox flash basics, high-key vs low-key, mood lighting, product lighting rig, fixing lighting	Product shoot, custom lighting setup
WEEK 07	Colour Theory & White Balance Colour wheel, white balance & Kelvin, colour & brand identity, basic grading, accurate skin & product colour	Shot following a brand colour theme
WEEK 08	Gimbal & Camera Movement DJI Ronin RS4 balancing, pan/tilt/tracking, walking & follow shots, orbit & push-in reveals	15–20 sec smooth gimbal sequence
WEEK 09	Product Photography & Shoots Why product photography matters, backgrounds, table-top setup, lifestyle shots, 360° & macro detail	Complete 5–6 shot product shoot
WEEK 10	Full Production & Final Project Interview / podcast setup, audio basics, shot list & storyboard, final shoot day, portfolio review	30–60 sec brand video + portfolio

SKILLS YOU WILL GAIN

Camera operation

Exposure control

Lighting & flash

Composition & angles

Gimbal movement

Product photography

Audio basics

CAREER ROLES YOU CAN AIM FOR

- Videographer
- Photographer
- Cinematography Assistant
- Product Shoot Specialist

PHASE 2 · MONTHS 3–6 · INTERNSHIP (₹3,000 / MONTH STIPEND)

Interns shoot real product, brand and event assignments with professional equipment, learning on set with mentor guidance and building a live showreel.

Fees, Stipend & Completion

PROGRAM FEE STRUCTURE

Course Fee	₹37,000
One-time Registration Fee	₹1,000

Total Program Fee **₹38,000**

STIPEND STRUCTURE

- **Month 1**
Unpaid: orientation, structured learning and skill development
- **Month 2**
Continued structured training and practical preparation
- **Month 3 onwards**
₹3,000 per month during the practical internship phase*
**Subject to program terms, attendance, discipline and performance requirements.*

WHAT YOU GET

- Industry-oriented training and practical skill development
- Professional mentorship and guided learning
- Domain-specific practical experience
- Career guidance and job-ready preparation
- Hands-on learning through assignments, activities and real-time projects
- Workplace exposure and understanding of professional workflows
- Communication, teamwork and professional development
- A portfolio of practical work to show employers

COMPLETION, CERTIFICATION & CELEBRATION

Participants who complete the program as per attendance, discipline, training and internship requirements are eligible for program completion recognition and certification.

Completion activities also include certificate distribution, team celebration and recognition of each participant's learning journey.

GOA TRIP

3 Nights / 4 Days

as per program terms & eligibility

PROGRAM GUIDELINES

- Participants must carry a laptop for training and practical sessions wherever required.
- Regular attendance and professional discipline are mandatory throughout the program.
- Assigned tasks, projects and practical work must be completed within the given timelines.
- Professional conduct, teamwork and respectful communication are expected throughout.
- Benefits, stipend and completion activities are subject to eligibility and performance requirements.



Bridge the gap. Build your career.

HOW TO JOIN

1

Choose your domain

Photography & Videography

2

Register

One-time registration fee of ₹1,000

3

Begin training

Program starts 01 October 2026

VISIT US

SDS Prime · AT News House

Vishnupuri, Ramghat Road, Aligarh

Laptop required for training and practical sessions

A HUB OF DIGITAL PROMOTION

Job-Ready Training Program 2026-27 · 01 October 2026 – 31 March 2027