

Module Title: Food Journalism and Photography**Module Code: B2220****Level: BAICA – 6th Semester...Lesson Plan**

S. No.	Units	Topics / Activities
1	Introduction	<ul style="list-style-type: none">• Overview of Food Journalism• Role of Food Media
2	Why Food Photography Matters	<ul style="list-style-type: none">• Importance of Food Visuals• Impact on Audience Perception
3	The Language of Light and Color	<ul style="list-style-type: none">• Use of Light in Food Photography• Color Balance and Mood
4	Media Platforms	<ul style="list-style-type: none">• Print Media• Digital Platforms• Social Media
5	Types of Food Writing	<ul style="list-style-type: none">• Reviews• Features• Blogs• Social Media Captions
6	Techniques of Food Writing	<ul style="list-style-type: none">• Observation and Description• Research and Accuracy
7	Tone and Voice	<ul style="list-style-type: none">• Writing Style• Developing a Personal Voice
8	Structure and Sensory Language	<ul style="list-style-type: none">• Organizing Food Stories• Use of Sensory Details
9	Grammar, Editing and Refinement	<ul style="list-style-type: none">• Grammar Basics• Editing Techniques• Refining Final Drafts
10	Food Photography Angles, Equipment and Composition	<ul style="list-style-type: none">• Camera Angles• Basic Equipment• Composition Techniques