

**PSG COLLEGE OF ARTS & SCIENCE
(AUTONOMOUS)**

**BSc DEGREE EXAMINATION MAY 2024
(First Semester)**

Branch- VISUAL COMMUNICATION(ELECTRONIC MEDIA)

DIGITAL PHOTOGRAPHY

Time: Three Hours

Maximum: 75 Marks

SECTION-A (10 Marks)

Answer ALL questions

ALL questions carry EQUAL marks

(10 × 1 = 10)

Module No.	Question No.	Question	K Level	CO
1	1	Which camera mode allows you to manually control both aperture and shutter speed? a) Aperture Priority (Av or A) b) Shutter Priority (Tv or S) c) Program (P) d) Auto (A)	K1	CO1
	2	Which file format is known for preserving the highest image quality and detail? a) JPEG b) PNG c) RAW d) GIF	K2	CO1
2	3	Which type of composition places the subject off-center, often following the rule of thirds? a) Centered Composition b) Symmetrical Composition c) Leading Lines Composition d) Rule of Thirds Composition	K1	CO2
	4	What does ISO in photography stand for? a) International Sensitivity Organization b) Image Sharpness Optimization c) In-camera Stabilization Option d) Intelligent Scene Operation	K2	CO2
3	5	The angle of light falling on a subject is known as the: a) Direction of light b) Reflection c) Diffusion d) Light intensity	K1	CO3
	6	What is the term for the quality of light that produces hard, well-defined shadows with sharp edges? a) Diffuse light b) Soft light c) Direct light d) Reflected light	K2	CO3
4	7	What is the primary goal of advertising photography? a) Capturing candid moments b) Documenting everyday life c) Promoting products or services through compelling visuals d) Creating fine art photography	K1	CO4
	8	What is the primary purpose of visual storytelling in photography? a) Capturing random moments without a narrative b) Conveying a message or story through a series of images c) Focusing solely on aesthetics and composition d) Documenting personal experiences	K2	CO4
5	9	Which image editing software is known for its non-destructive editing capabilities and is commonly used for photo cataloging and organizing? a) Microsoft Excel b) Adobe Premiere Pro c) Adobe Lightroom d) CorelDRAW	K1	CO5
	10	What is the primary purpose of post-processing in photography? a) To capture candid moments b) To document historical events c) To enhance and refine images after they are captured d) To select the right camera equipment	K2	CO5

Cont...

SECTION - B (35 Marks)

Answer ALL questions

ALL questions carry EQUAL Marks

(5 × 7 = 35)

Module No.	Question No.	Question	K Level	CO
1	11.a.	Explain various types of filters used in DSLR photography.	K2	CO1
		(OR)		
	11.b.	Explain various file formats that are used in photography.		
2	12.a.	Identify and explain the various types of lenses used in photography.	K3	CO2
		(OR)		
	12.b.	Describe the role of the histogram and how it helps in evaluating exposure and tonal distribution in an image.		
3	13.a.	What is the concept of color temperature in photography. Explain it in detail.	K3	CO3
		(OR)		
	13.b.	Explain the characteristics of lighting.		
4	14.a.	Discuss the impact of technology, such as mobile photography and social media platforms, on the practice of visual storytelling.	K5	CO4
		(OR)		
	14.b.	Explain the role of consumer photography in everyday life and personal expression.		
5	15.a.	Discuss the use of layers, masks, and blending modes in creating complex compositions or retouching portraits.	K6	CO5
		(OR)		
	15.b.	Compare and contrast the features and strengths of Adobe Photoshop and Adobe Lightroom in image editing and organization.		

SECTION -C (30 Marks)

Answer ANY THREE questions

ALL questions carry EQUAL Marks (3 × 10 = 30)

Module No.	Question No.	Question	K Level	CO
1	16	Explain the concept of depth of field in photography and discuss how aperture settings influence depth of field.	K2	CO1
2	17	Explain in detail the uses and functions of the three elements in an exposure triangle.	K3	CO2
3	18	Discuss the various types of indoor lighting commonly used in photography.	K3	CO3
4	19	Explain the basic characteristic of photo features and photo essay in detail.	K5	CO4
5	20	Analyze the design and layout of a small budget studio space for optimal functionality and creativity.	K6	CO5

Z-Z-Z END