22VCU102N / 22VCU102 / 20VCU02

PSG COLLEGE OF ARTS & SCIENCE

(AUTONOMOUS)

BSc DEGREE EXAMINATION DECEMBER 2023

(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
All Questions are Multiple Choice

 $(10 \times 1 = 10)$

Module No.	Question No.	Question	K Level	СО
1	1	What does DSLR stand for a) Digital Sensor Light Recorder b) Digital Single Lens Reflex c) Dual – Shutter lens Refraction d) Dynamic Sensor Luminescence Response	K1	CO1
	2	What does the ISO setting on a DSLR camera control? a) Aperture size b) Shutter speed c) Sensitivity to light d) White balance	K2	CO1
2	3	The focal length of a camera lens is typically measured in: a) Millimeters b)Meters c) Centimeters d) Kilometers	ΚI	CO2
	4	What type of lens is often used for close-up photography and magnifying small subjects? a) Prime lens b) Wide-angle lens c) Telephoto lens d) Macro lens	K2	CO2
3	5	Which type of light source is the sun considered to be? a) Incandescent b) Fluorescent c) Natural d) LED	K1	CO3
	6	When light bounces off a surface, it is referred to as: a) Intensity b) Reflection c) Diffusion d) Color temperature	K2	CO3
4	7	What is the primary role of photojournalism? a) Creating artistic images b) Capturing candid portraits c) Telling visual stories through news and documentary photography d) Promoting commercial products	K1	CO4
	8	In photojournalism, what does "news value" of a picture refer to? a) The image's market value for selling prints b) The emotional impact of the image on viewers c) The image's relevance and significance in conveying a news story d) The image's aesthetic qualities	K2	CO4
5	9	Which of the following software programs is widely used for advanced image editing and retouching? a) Microsoft Word b) Adobe Photoshop c) Google Chrome d) Windows Media Player	K1	CO5

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Cont...

Which image file format is preferred for photographs when image quality and detail preservation are essential but results in larger file sizes? a) JPEG b) GIF c) TIFF d) PNG	K2	CO5	
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 $\frac{\text{SECTION - B (35 Marks)}}{\text{Answer ALL questions}}$ ALL questions carry EQUAL Marks $(5 \times 7 = 35)$

ALL questions early EQUAL Marks (5 × 7 = 35)					
Module No.	Question No.	Question	K Level	СО	
	11.a.	Explain the key components and their functions in the construction of a DSLR camera.			
1		(OR)		COI	
	11.b.	Compare and contrast the various shooting modes available in a DSLR camera.	K2		
	12.a.	Identify the role of white balance in photography.			
2		(OR)		CO2	
	12.b.	Choose and explain the concept of "depth of field" in photography and its influence on composition.	K3		
	13.a.	Discuss the role of lighting in still life photography.	К3	CO3	
3		(OR)			
	13.b.	Describe the techniques and equipment used to create rim lighting effects.			
	14.a.	Discuss the concept of "news value" in photojournalism.			
4		(OR)	W.E	004	
	14.b.	Discuss the role of shutter speed, autofocus systems, and lens selection in achieving compelling sports photographs.	K5	CO4	
5	15.a.	Examine the advanced capabilities of image editing software, such as Adobe Photoshop, in retouching and compositing images.			
3		(OR)	K6	CO5	
	15.b.	Discuss the significance of choosing the right image file format for specific photography projects.			

SECTION -C (30 Marks)

Answer ANY THREE questions

ALL question	is carry	EQUAL Marks	$(3 \times 10 = 30)$
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Module No.	Question No.	Question	K Level	СО
1	16	Outline the purpose and benefits of using a grey card in DSLR photography.	K2	CO1
2	17	Describe the relationship between shutter speed, aperture, and ISO in determining the exposure of an image.	К3	CO2
3	18	Discuss various diffusion methods and tools used in photography.	K3	CO3
4	19	Explain the role of photojournalism in shaping public perception and awareness of critical social issues.	K5	CO4
5	20	Discuss the role of color in conveying emotions and storytelling in photography.	K6	CO5