

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

**BSc DEGREE EXAMINATION DECEMBER 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	A Digital image is made up of thousands of a. Pixels b. Bitmap c. Resolution d. Vector images	K1	CO1
	2	SLR means a.Semi lens reflector b. System linear remote c. Single lens reflex d. Specifications of lens range	K2	CO1
2	3	Aperture means a.Controls the size of the hole b.Controls speed of shoot c. Controls ccd d. Shutter opening	K1	CO2
	4	Amount of light that falls in to the sensor of the camera a.White balance b. Depth of field c. Exposure d.Three point lighting	K2	CO2
3	5	The light source that casts sharp, well define shadows is called _____ a.Key Light b. Fill Light c. Set Light d. Hard Light	K1	CO3
	6	Ambient light a.Backlight b. Available light surrounding c. Artificial light d. Natural Light	K2	CO3
4	7	Which type of photography involves capturing images from above, often using drones or airplanes? a. Macro Photography b. Aerial Photography c. Food Photography d. Underwater Photography	K1	CO4
	8	Photojournalism is a type of photography that focuses on capturing _____ to tell a news story. a.Staged scenes b. Fictional characters c. wildlife in motion d. Real-life events	K2	CO4
5	9	The tool allows you to copy one area of the layer to another area of the layer. a.Clone stamp b. Magic wand c. Marquee d. Gradient	K1	CO5
	10	_____ is a raster graphics editor (with significant vector graphics functionality). a. Adobe illustrator b. Adobe Photoshop c. Adobe Dreamweaver d. Adobe flash	K2	CO5

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.	Mention the various types of photography accessories and explain its advantages.	K1	CO1
		(OR)		
	11.b.	Define and explain the benefits of the file formats.		

Cont...

2	12.a.	What is depth of field, and how does it affect the focus and overall impact of an image?	K2	CO2
	(OR)			
	12.b.	What is the "rule of thirds," and how does it enhance the composition of a photograph?		
3	13.a.	Describe the differences between natural indoor lighting and artificial indoor lighting. How do they impact the mood and quality of a photograph?	K5	CO3
	(OR)			
	13.b.	Explain the difference between warm and cool color temperatures. How do photographers adjust color temperature to suit different lighting conditions?		
4	14.a.	How do composition, lighting, and subject choice contribute to effective visual storytelling in photography?	K4	CO4
	(OR)			
	14.b.	How can lighting techniques be used in advertising photography to highlight the features of a product		
5	15.a.	Discuss the importance of Light room techniques.	K5	CO5
	(OR)			
	15.b.	How does the choice of studio equipment, such as lighting and backdrops, impact the quality of digital images in a photography studio?		

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	Draw and discuss the merits of DSLR camera.	K1	CO1
2	17	Classify various types of Lens, Shots and angles used in photography with suitable examples.	K2	CO2
3	18	Define and explain the characteristics of Lighting and Explain the role of lighting in photography.	K2	CO3
4	19	Discuss the ethical responsibilities of a photojournalist. How does a photographer balance storytelling with truth and objectivity?	K3	CO4
5	20	What is the role of post-processing in digital photography, and how can it be used to enhance an image without compromising its authenticity?	K4	CO5

Z-Z-Z END