

PSG COLLEGE OF ARTS & SCIENCE
(AUTONOMOUS)

BSc DEGREE EXAMINATION DECEMBER 2022
(First Semester)

Branch – VISUAL COMMUNICATION

DIGITAL PHOTOGRAPHY

Time: Three Hours

Maximum: 50 Marks

SECTION-A (5 Marks)

Answer ALL questions

ALL questions carry EQUAL marks (5 x 1 = 5)

1. Mention the three important settings for exposing an image with a DSLR camera.
 - (i) Auto Focus, ISO, Flash
 - (ii) ISO, Manual Focus, White Balance
 - (iii) Aperture, Shutter Speed, ISO
 - (iv) ISO, Shutter Speed, White Balance
2. Indicate a number that represents a combination of a camera's shutter speed, aperture and ISO
 - (i) Aperture
 - (ii) Exposure Value
 - (iii) White Balance
 - (iv) Rule of Third
3. State the color temperature of outdoor lighting is
 - (i) 6800 K
 - (ii) 4500 K
 - (iii) 2700 K
 - (iv) 3000 K.
4. Identify the shutter speed for taking good Sports photo.
 - (i) Manual
 - (ii) Auto
 - (iii) Low
 - (iv) High.
5. What is the shortcut key to create a new file in Photoshop.
 - (i) Shift + N
 - (ii) Ctrl + N
 - (iii) Ctrl + Shift + N
 - (iv) Ctrl + Alt + N

SECTION - B (15 Marks)

Answer ALL Questions

ALL Questions Carry EQUAL Marks

One question from each unit with either or type (5 x 3 = 15)

- 6 a. Explain in detail about file formats.
OR
b. Discuss in detail about Light Meter and Reflectors.
- 7 a. Illustrate and explain the focal length and exposure in detail.
OR
b. Explain in detail about shutter speed and Aperture in photography.
- 8 a. Discuss in detail about natural and artificial light along with its characteristics.
OR
b. Explain about color temperature and kelvin scale.
- 9 a. Discuss in detail about photo essay with an example
OR
b. Explain in detail about the application of photography in the field of advertising.
- 10 a. Explain the importance of photo editing software in the field of photography.
OR
b. Discuss in detail about various image file formats.

Cont....

SECTION -C (30 Marks)

Answer ALL questions

ALL questions carry EQUAL Marks

(5 x 6 = 30)

- 11 a. Discuss in detail about DSLR camera and its functions.
OR
b. Elucidate about types of filters along with their applications in photography.
- 12 a. What is a lens? Explain various types of lens used in photography.
OR
b. Explain in detail about the different principles of composition in photography.
- 13 a. Highlight the importance of lighting in photography.
OR
b. Explain in detail about 3-point lighting and its types.
- 14 a. Discuss in detail about photojournalism.
OR
b. Explain the need for visual story telling in this era of contemporary journalism.
- 15 a. Discuss in detail about small budget studio, its design, equipment, and budget.
OR
b. Outline brief the various tools used in photoshop for image editing explain in.

Z-Z-Z

END