

PSG COLLEGE OF ARTS & SCIENCE
(AUTONOMOUS)

BSc DEGREE EXAMINATION MAY 2022
(First Semester)

Branch – VISUAL COMMUNICATION (ELECTRONIC MEDIA)

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. A gray card used to determine proper exposure reflects ----- of the light that strikes it?
 - (i) 18%
 - (ii) 6 %
 - (iii) 45 %
 - (iv) 63 %
2. The total amount of light captured in an image is called as -----
 - (i) Aperture
 - (ii) Exposure
 - (iii) Shutter Speed
 - (iv) Focus
3. The Key light is
 - (i) The primary source of light
 - (ii) A light shaped like a key
 - (iii) A light used to open up other lights
 - (iv) light used to fill shadows.
4. What is composition in photography?
 - (i) Planning, positioning and arrangement of elements in an image
 - (ii) A work of literature or art
 - (iii) Another word for essay
 - (iv) The mental character of photographer.
5. Communicating news by photographs, especially in magazines is called as
 - (i) News
 - (ii) Multimedia
 - (iii) Photo Journalism
 - (iv) Print Media

SECTION - B (15 Marks)

Answer ALL Questions

ALL Questions Carry EQUAL Marks (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 lighting and its types.
OR
b. Explain High Key, Low Key and Mid Key lighting in photography.
- 9 a. Describe in detail about Rule of third.
OR
b. Explain in detail about Nose room, Lead room and Negative Space in photography.
- 10 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.

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 filters and its types along with its applications in photography.

12 a. What is a lens and explain various types of lenses used in photography?

OR

b. Outline the concept of Histogram, Highlights, Mid tones and Shadows 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 Image Editing and software's used for digital manipulation.

OR

b. Explain in detail about the different principles of composition in photography.

15 a. Discuss in detail about photojournalism.

OR

b. Explain the need for visual story telling in this era of contemporary journalism.

Z-Z-Z

END