

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

**BSc DEGREE EXAMINATION MAY 2019  
(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 x 1 = 10)

- 1 Photography means \_\_\_\_\_ .  
(i) Light writing (ii) Light exposing  
(iii) Light painting (iv) Lighting
- 2 Which of the following button used to click the picture?  
(i) Flash (ii) Shutter release  
(iii) Preview (iv) On / Off
- 3 Mention the reasons for frames image in sharp.  
(i) Lighting (ii) Framing  
(iii) Exposure (iv) Focus
- 4 A lens which magnifies the image is \_\_\_\_\_ .  
(i) Zoom lens (ii) Tele converter  
(iii) Fish eye lens (iv) Magnifier
- 5 Colour temperature is measured by \_\_\_\_\_ .  
(i) Kelvin (ii) Melvin  
(iii) Belvin (iv) Delvin
- 6 Which light is used to control the shadow?  
(i) Key light (ii) Fill light  
(iii) Back light (iv) Backgroundlight
- 7 The frame that is divided into 9 equal part to compose an image is called as  
(i) Rule of Thirds (ii) Composition  
(iii) Depth of field (iv) Frame
- 8 Identify the big size subject on a photo.  
(i) Extreme long shot (ii) Mid shot  
(iii) Long shot (iv) Close-up shot
- 9 The photography which is used for promotional purpose is called as  
(i) Industrial photography (ii) Advertising photography  
(iii) Portrait photography (iv) Landscape photography
- 10 Take a picture in order to report an event is named as \_\_\_\_\_  
(i) Journalism (ii) Photojournalism  
(iii) Yellow journalism (iv) Tabloid journalism

**Cont...**

**SECTION - B (25 Marks)**

Answer **ALL** questions

**ALL** questions carry **EQUAL** Marks ( 5 x 5 = 25)

11 a State the advantages of digital camera.

OR

b Describe the types of filters and its uses.

12 a Explain depth of field.

OR

b Explain various perspective features in photography.

13 a How to obtain a silhouette image?

OR

b How to use reflector to get better photograph?

14 a Analyse the importance of positive and negative space in photography.

OR

b Write note on some of the tools used for image manipulation.

15 a What is consumer photography? Explain.

OR

b Explain visual story telling.

**SECTION -C (40 Marks)**

Answer **ALL** questions

**ALL** questions carry **EQUAL** Marks ( 5 x 8 = 40)

16 a Identify the various parts and functions of DSLR camera.

OR

b Discuss how to prepare a studio for professional photo shoot.

17 a Compare normal lens, wide angle lens and tele lens.

OR

b Discuss how aperture setting, shutter speed and ISO are used to get better photograph.

18 a Discuss the various characteristics of lighting.

OR

b Elaborate on different types of lighting used in photography.

19 a Discuss how to use lines and curves in photo composition.

OR

b Explain how to enhance a photograph using image editing software.

20 a Analyse the challenges in advertising photography.

OR

b Discuss the role of photography in journalism.