# PSG COLLEGE OF ARTS & SCIENCE (AUTONOMOUS) BSc DEGREE EXAMINATION DECEMBER 2018 (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  $(10 \times 1 = 10)$ 

- Identify the device used for recording visual image, 1 a) Camera b) Tripod c) Lens Cap d) Flash A smaller screen on the back of a digital camera that allow the user to 2 review photos is -----a) View tinder b) LCD Display c) Lens d) Teleconverter 3 Subject will be in focus but objects that are closer or farther away will be out of focus is called as a) Depth of field b) Deeper depth of field c) Shallow depth of field d) Shadow depth of field 4 Find the amount of light that is captured by a camera. b) f-number c) Both A&B a) Aperture d) None Name the light which is placed between subject and background. 5 c) Back Light d) Background Light a) Key light b) Fill Light 6 Identify the outer surface of the image. b) Graphic a) Tiles c) Colour d) Texture Name the equipment which hold the camera without shaking. 7 a) Filter b) Camera Body c) Tripod d) Lens 8 Number of pixels describes a) The quality of the image b) The size of the image d) The colour of the image c) The beauty of the image 9 A short line present at the bottom of photograph in newspaper is called as a) Photojournalism b) Caption c) Article d) Headline Identify the example for Advertising photography. 10 a) Ad Campaign b) Product Packaging c) Both A&B d) None **SECTION - B (25 Marks)** Answer ALL questions ALL questions carry EQUAL Marks ( $5 \times 5 = 25$ )
- 11 a Illustrate and explain the parts of Tripod.

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- b Compare various image file formats.
- 12 a Explain the significance of wide anglece lens.

OR

b Draw and explain the importance of various f-numbers.

#### natural and artificial lights.

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15 a Analyse the challenges in Industrial photography.

OR

b Write an essay on Photo - feature.

# SECTION -C (40 Marks)

Answer ALL questions

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

16 a Analyse the advantages and disadvantages of a Digital Camera.

#### OR

- b Examine the accessories needed for outdoor photography.
- 17 a What are the various white balance settings in camera and explain how to use them?

OR

- b Explain the process of double and multiple exposures.
- 18 a State the importance of lighting in photography.

#### OR

- b Differentiate high key, mid key and low key lighting with their advantages.
- 19 a Examine the factors involved in determining a good photograph.

#### OR

- b Analyse the necessity of digital manipulation.
- 20 a Elaborate Advertising Photography in detail.

#### OR

b Identify the qualities of a good photo journalist.

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