

PSG COLLEGE OF ARTS & SCIENCE  
(AUTONOMOUS)

BSc DEGREE EXAMINATION DECEMBER 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 The foil form of DSLR is  
(i) Deluxe Singe Lens Reflex      (ii) Digital Serial Lens Reflex  
(iii) Digital Single Lens Reflex      (iv) Deluxe Serial Lens Reflex
- 2 The rule of thirds is otherwise called as .  
(i) Exposure      (ii) F stop  
(iii) Composition      (iv) Close up
- 3 ISO in photography means .  
(i) Distance to Camera      (ii) Speed of shutter  
(iii) Sensitivity to Climate      (iv) Sensitivity to light
- 4 A particular form of Journalism that employs images in order to tell news story is called as  
(i) Geurilla Journalism      (ii) War reporting  
(iii) hire coverage      (iv) Photo feature
- 5 \_\_\_\_\_ prize is awarded annually by Americans for feature photography.  
(i) Pulitzer      (ii) Grammy  
(iii) Oscar      (iv) Magsaysay
- 6 A device used to measure the amount of light is called as  
(i) Nanometer      (ii) Thermometer  
(iii) Light meter      (iv) Exposure
- 7 An improvised or specialized reflective surface used to redirect light towards a given subject of scene is  
(i) Cutter      (ii) Reflector  
(iii) White balance      (iv) Projector
- 8 \_\_\_\_\_ is the natural source of light.  
(i) Bulbs      (ii) LED  
(iii) Sun      (iv) Torch
- 9 The distance between the centre of a lens and its focus is called as \_\_\_\_\_  
(i) Focal length      (ii) Focal point  
(iii) Depth of field      (iv) Point of view
- 10 The color temperature is measured by  
(i) Hex      (ii) Kelvin  
(iii) Melvin      (iv) Volt

SECTION - B (25 Marks)

Answer ALL questions

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

- 11 a Compare manual and digital cameras based on their features..

OR

12 a Write a short note on depth of field.

OR

b Write the uses of shutter speed and Aperture setting in photography.

13 a Differentiate natural and artificial sources of lighting in photography.

OR

b What is silhouette? How to get it in photography lighting?

14 a Explain Rule of Thirds.

OR

b What is the use of editing images in photography.

15 a Compare consumer and industrial photography as professional fields.

**OR**

b - Explain photo-feature as a tool to tell a story.

SECTION -C (40 Marks)

Answer ALL questions

ALL questions carry 7 EQUAL Marks ( 5 x 7 = 35)

16 a Draw and explain the different parts of a digital camera.

OR

b Detail the accessories required to take photographs in DSLR cameras.

17 a What is lens? Explain the different types of lenses and their uses.

OR

b What is white balance? Explain the role of white balance in still photography.

18 a Discuss positive and negative spaces in framing.

OR

b Explain in detail three point lighting with a diagram.

19 a Explain how digital manipulation helps to enhance the quality of images.

OR

b Explain how to compose a photo using lines and curves.

20 a What is Visual aesthetics? How is it useful in visual editing?

OR

b Bring out the nature of photo journalism and its importance.

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END