

C-3757

Sub. Code

83313

B.Sc. DEGREE EXAMINATION

PHOTOGRAPHY

APRIL 2021 EXAMINATION

&

APRIL 2020 ARREAR EXAMINATION

First Semester

INTRODUCTION TO VISUAL COMMUNICATION

(2019 onwards)

Duration : 3 Hours

Maximum : 75 Marks

Part A

(10 × 2 = 20)

Answer **all** questions.

1. Define grapevine communication.
2. What is horizontal communication? Give example.
3. List any four communication models.
4. What is white's gatekeeper theory?
5. Define research.
6. What does color red represent in psychology?
7. What is sensory perception in Visual communication?
8. Brief color psychology.

9. State difference between connotation and denotation.
10. What is the role of public relations in mass media?

Part B

(5 × 5 = 25)

Answer **all** questions, by choosing either (a) or (b).

11. (a) Brief the types of communication.

Or

- (b) What are the barriers in communication?

12. (a) Explain Dance's helical model

Or

- (b) State the various levels of communication.

13. (a) Describe the semiotic landscape.

Or

- (b) Briefly explain the designing process in visual communication.

14. (a) What is the role of culture in communication?

Or

- (b) Explain the issues in cross culture communication.

15. (a) What are the functions of mass communication?

Or

- (b) Explain hypodermic needle model.

Part C

(3 × 10 = 30)

Answer **all** questions, by choosing either (a) or (b).

16. (a) Explain the communication process in detail with a flowchart.

Or

- (b) Examine the implications of intercultural communication.

17. (a) Throw light on the changing trends in global media.

Or

- (b) Elaborate on Color psychology and its research, growth and trends from a global perspective present.

18. (a) Examine the functions of various types of mass media in India.

Or

- (b) How Culture and communication is influenced by each one by another?

C-3758

Sub. Code

83314

B.Sc. DEGREE EXAMINATION

PHOTOGRAPHY

APRIL 2021 EXAMINATION

&

APRIL 2020 ARREAR EXAMINATION

First Semester

FUNDAMENTALS OF DESIGN AND PHOTOGRAPHY

(2019 onwards)

Duration : 3 Hours

Maximum : 75 Marks

Part A

(10 × 2 = 20)

Answer **all** questions.

1. What is creativity?
2. What is the relevance of harmony in design?
3. List the various types of photography.
4. State the importance of lens in photography.
5. What are the various colour schemes available?
6. Define additive model.
7. What is silhouetting?
8. How to select appropriate fonts in designing?

9. Define a layout.
10. How many stages are there in design process?

Part B (5 × 5 = 25)

Answer **all** questions choosing either (a) or (b).

11. (a) Emphasize the importance of creativity in designing.

Or

- (b) What are the characteristics of good design?

12. (a) Elaborate the types of photography.

Or

- (b) Enumerate the principle behind the various designing elements.

13. (a) Write about the fundamental colour theory.

Or

- (b) Explain any two models of colour psychology.

14. (a) What are the various types and techniques of graphics?

Or

- (b) Explain the changing trend in graphics.

15. (a) Explain the role of grids and layout in a design.

Or

- (b) State the guidelines of good design process.

Part C

(3 × 10 = 30)

Answer **all** questions choosing either (a) or (b).

16. (a) Present a complete overview of various factors involve in designing.

Or

- (b) Elaborate on the importance of typography and its elements.

17. (a) Describe photography in detail with associated features.

Or

- (b) Review the importance of lighting in photography.

18. (a) Write an overview of colour psychology with suitable examples.

Or

- (b) Explain design process in detail.
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C-3759

Sub. Code

83323

B.Sc. DEGREE EXAMINATION
PHOTOGRAPHY
APRIL 2021 EXAMINATION
&
APRIL 2020 ARREAR EXAMINATION
Second Semester
STUDIO LIGHTING — I (PRODUCT)
(2019 onwards)

Duration : 3 Hours

Maximum : 75 Marks

Part A

(10 × 2 = 20)

Answer **all** questions.

1. What are the types of light?
2. What are highlights?
3. What is a shot?
4. Explain Mise-en-Scene.
5. What is depth of field?
6. What is natural light?
7. What is a cookbook?
8. What is knolling?

9. What does HSL stand for?
10. What is saturation?

Part B

(5 × 5 = 25)

Answer **all** questions, by choosing either (a) or (b).

11. (a) What are the elements of light? Explain briefly.

Or

- (b) Explain the principles of light.

12. (a) Explain camera proxemics.

Or

- (b) What is context? And why is it important to know before the shoot?

13. (a) What is a strobe light? Explain its advantage.

Or

- (b) Write a note about minimalistic food photography.

14. (a) What is product photography? Explain its importance and uses.

Or

- (b) What is a package cover? State and explain the commercial importance of packaging.

15. (a) Explain in brief about masking in photoshop.

Or

- (b) Explain about the lighting effects.

Part C

(3 × 10 = 30)

Answer **all** questions, by choosing either (a) or (b).

16. (a) Explain in detail how various emotions could be conveyed through different types of lighting.

Or

- (b) Explain in detail the continuous and strobe lights and write a detailed note on light modifiers.

17. (a) What is DOF? Explain in detail the importance of DOF and the factors that affect DOF.

Or

- (b) Explain in detail the importance of product photography in E-commerce with examples.

18. (a) How will you create a scene for Food photography? Write a detailed note.

Or

- (b) Write a detailed note on image tuning (image adjustments) in photoshop.
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C-3760

Sub. Code

83324

B.Sc. DEGREE EXAMINATION

PHOTOGRAPHY

APRIL 2021 EXAMINATION

&

APRIL 2020 ARREAR EXAMINATION

Second Semester

STUDIO LIGHTING — II (PORTRAITURE & FASHION)

(2019 onwards)

Duration : 3 Hours

Maximum : 75 Marks

Part A

(10 × 2 = 20)

Answer **all** questions.

1. What are the genres of commercial photography?
2. Define photoshop.
3. Define Portrait Photography.
4. What is inverse square law?
5. What is the role of makeup artist?
6. What is a catch eye?
7. Write down two differences between commercial and conceptual fashion photography.

8. What is the role of a stylist?
9. What is dodge and burn tools? What is their use?
10. What is the definition of composition in photography?

Part B

(5 × 5 = 25)

Answer **all** questions, by choosing either (a) or (b).

11. (a) What is the difference between commercial and advertising Photography?

Or

- (b) Elaborate on the techniques used in enhancement of images in commercial photography.

12. (a) What are the different directions of lighting used in portrait photography (Studio arrangement)?

Or

- (b) Write the advantages and disadvantages of coloured and black and white portraits.

13. (a) What are the types of beauty photography? Elaborate each type in detail.

Or

- (b) Elaborate on the collaborative process of beauty photography and describe their role in detail.

14. (a) List out the lighting techniques and lighting equipment used in fashion photography. Elaborate in detail.

Or

- (b) Describe in detail about the conceptual team, art director and costume designers.

15. (a) How to add a subject into an entire new environment and create new composition?

Or

- (b) What are the different photoshop tools and techniques used in controlling and manipulating exposure?

Part C

(3 × 10 = 30)

Answer **all** questions, by choosing either (a) or (b).

16. (a) What is Ecommerce? Elaborate on the principles and process involved in the creation of ecommerce images..

Or

- (b) What are environmental portraits? Describe in detail the lighting techniques, the Do's and Don'ts of the environmental portraits.

17. (a) Explain the complete process of fashion photography project execution.

Or

- (b) What are the key elements of beauty photography that differentiates it from amateur to professional?

18. (a) Explain the entire process of editing in architecture photography and elaborate the tools and techniques required.

Or

- (b) Explain the frequency separation process step by step.

C-3761

Sub. Code

83332

B.Sc. DEGREE EXAMINATION

PHOTOGRAPHY

APRIL 2021 EXAMINATION

&

APRIL 2020 ARREAR EXAMINATION

Third Semester

CONCEPTUAL PHOTOGRAPHY

(2019 onwards)

Duration : 3 Hours

Maximum : 75 Marks

Part A

(10 × 2 = 20)

Answer **all** questions.

1. Define conceptual photography.
2. Define metaphors.
3. Write short notes on visualizing.
4. What do you know about composition?
5. Write short notes on visual art.
6. Explain about rule of third in few words.
7. How aperture is used for conceptual photography?
8. What is ISO?
9. Write short notes on "Concept creation".
10. Write short notes on photo genres.

Part B

(5 × 5 = 25)

Answer **all** questions, by choosing either (a) or (b).

11. (a) Write brief note on evolution of conceptual photography.

Or

- (b) Write note on history of conceptual photography.

12. (a) Explain composition on post-processing techniques.

Or

- (b) Describe the art and conceptual photography.

13. (a) Compare modern photography with contemporary photography.

Or

- (b) Write brief note on contemporary in other genres of photography.

14. (a) Differentiate art and fine art.

Or

- (b) Creative mind of the artist Explain in brief.

15. (a) Write down the importance of perspective of the artist.

Or

- (b) What is creative visualization? Why is it important in conceptual photography?

Part C

(3 × 10 = 30)

Answer **all** questions, by choosing either (a) or (b).

16. (a) How conceptual photography differ from other types of photography? Explain in detail.

Or

- (b) Is conceptual photography possible without software usage? Justify your own view.

17. (a) Write detailed note on :

- (i) Symbolism
- (ii) Similes
- (iii) Anthropomorphism.

Or

- (b) What is commercial photography? Explain the role of conceptual photography in commercials.

18. (a) Explain fine art and its role in different types of media.

Or

- (b) Among conceptual photography and modern photography, which one has much impact? Write your own views.
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C-3762

Sub. Code

83333

B.Sc. DEGREE EXAMINATION
PHOTOGRAPHY
APRIL 2021 EXAMINATION
&
APRIL 2020 ARREAR EXAMINATION
Third Semester
DOCUMENTARY PHOTOGRAPHY
(2019 onwards)

Duration : 3 Hours

Maximum : 75 Marks

Part A

(10 × 2 = 20)

Answer **all** questions.

1. Define documentary photography.
2. What is conceptual documentary photography?
3. Write short notes on observation skills.
4. Define composition skills.
5. Define top angle shot.
6. Write short notes on work flow.
7. List out any three lights used for documentary photography.
8. Write about telephoto lens.
9. Define photo journalism.
10. Write short notes on photo curation process.

Part B

(5 × 5 = 25)

Answer **all** questions, by choosing either (a) or (b).

11. (a) Write brief notes on Human interest photography.

Or

- (b) Explain about colour and black and white medium in documentary photography.

12. (a) Illustrate the story telling methods in documentary photography.

Or

- (b) Explain the shooting methodology of documentary photography.

13. (a) What is the role of story board in documentary photography?

Or

- (b) Write brief note on several story approaches for documentary photography.

14. (a) Elaborate the different news approaches in brief.

Or

- (b) Discuss on influence of social media in photojournalism.

15. (a) Write brief notes on soft tools and its usage on post processing of documentary photography.

Or

- (b) Explain the steps involved in colour post processing technique.

Part C

(3 × 10 = 30)

Answer **all** questions, by choosing either (a) or (b).

16. (a) Write detail note on conceptual photography and its role in advertising.

Or

- (b) Illustrate different types of angles with suitable diagram.

17. (a) Explain the ethics of documentary photography; image integrity and censorship.

Or

- (b) Explain about different types of lens and its usage in photography.

18. (a) How documentary photography differs from other types of photographs. Discuss your own view.

Or

- (b) What are the important key points you should remember before taking documentary photography?

C-3763

Sub. Code

83334/82934

B.Sc. DEGREE EXAMINATION

PHOTOGRAPHY

APRIL 2021 EXAMINATION

&

APRIL 2020 ARREAR EXAMINATION

Third Semester

**FUNDAMENTALS OF VIDEOGRAPHY AND
AUDIOGRAPHY**

(Common for (B.Sc. Photography/Visual Effects))

(2019 onwards)

Duration : 3 Hours

Maximum : 75 Marks

Part A

(10 × 2 = 20)

Answer **all** questions.

1. What is 'Story board'?
2. What is special effect?
3. Why director is called "Captain of the ship"?
4. Define – plot.
5. List out the types of camera angles.
6. Differentiate telephoto lens vs zoom lens.
7. Define – Genre.

8. Who is father of motion camera?
9. How to create soft light?
10. Why are we using light meter?

Part B

(5 × 5 = 25)

Answer **all** questions, choosing either (a) or (b).

11. (a) Write detailed note on types of shots.
Or
(b) Explain – story board formats and usage.
12. (a) Describe – role of the director in film making.
Or
(b) Explain – three act structure with diagram.
13. (a) Differentiate synchronous and non-synchronous sound.
Or
(b) Define – continuity and explain their types.
14. (a) Write brief note on basic principles of still camera.
Or
(b) What are the types of films used for videography?
15. (a) Explain functions of light.
Or
(b) Describe how to handle reflective surfaces for lighting setup

Part C

(3 × 10 = 30)

Answer **all** questions.

16. (a) Discuss about camera angles and their meanings.

Or

- (b) Write a note on :

- (i) Shot
- (ii) Scene
- (iii) Sequence
- (iv) Cinematography.

17. (a) Give your own view about how sound is creative and effectively used for Horror movies.

Or

- (b) Explain – Key light, Fill light, backlight.

18. (a) Illustrate the camera movements types usage for various situation.

Or

- (b) Elaborate on the styles and format of story board.
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C-3764

Sub. Code

83342

B.Sc. DEGREE EXAMINATION

PHOTOGRAPHY

APRIL 2021 EXAMINATION

&

APRIL 2020 ARREAR EXAMINATION

Fourth Semester

ADVANCED LIGHTING — I FOR PHOTOGRAPHY

(2019 onwards)

Duration : 3 Hours

Maximum : 75 Marks

Part A

(10 × 2 = 20)

Answer **all** questions.

1. Explain ISO in short
2. Describe hard light.
3. What is an Octabank?
4. What is a beauty dish?
5. What is called a lighting set up?
6. Explain black light.
7. What is a mono light?
8. Explain light metering.

9. What is a gradient?
10. Explain draping effect.

Part B

(5 × 5 = 25)

Answer **all** questions, by choosing either (a) or (b).

11. (a) Write a note on depth of field for group photos.

Or

- (b) What is soft light? Explain briefly.

12. (a) Write the difference between hard and soft modifiers.

Or

- (b) Write a note on direction of light and its significance.

13. (a) What is sideways clamshell lighting? Explain.

Or

- (b) Explain in brief about dramatic lighting for portraits.

14. (a) Explain about mono lights and pack lights.

Or

- (b) Write a brief note on modeling lights and gels.

15. (a) Explain in brief about lighting a commercial product.

Or

- (b) Explain about portrait techniques.

Part C

(3 × 10 = 30)

Answer **all** questions, by choosing either (a) or (b).

16. (a) Explain in detail about studio space and its setup.

Or

- (b) Write a detailed note on various modifiers used in photography.

17. (a) Explain in detail about the 'seven light setup' and mention the scenarios with illustrations.

Or

- (b) Write a detailed note on controlling and shaping lights.

18. (a) Explain lighting for product photography in detail. Mention its significance.

Or

- (b) Write a detailed note on high key setup. Mention its uses and limitations.

C-3765

Sub. Code

83343

B.Sc. DEGREE EXAMINATION

PHOTOGRAPHY

APRIL 2021 EXAMINATION

&

APRIL 2020 ARREAR EXAMINATION

Fourth Semester

ADVANCED LIGHTING II FOR PHOTOGRAPHY

(2019 onwards)

Duration : 3 Hours

Maximum : 75 Marks

Part A

(10 × 2 = 20)

Answer **all** questions.

1. What is Angled or Side light?
2. What is Non-destructive editing?
3. What is Accent light?
4. Explain the term Slow recycle times?
5. What is Narrow Light?
6. Explain the term Styling.
7. How Tilt and Swivel works in External Flash?
8. What is Refraction?
9. What are Strobe lights?
10. What is colour Temperature?

Part B

(5 × 5 = 25)

Answer **all** questions by choosing either (a) or (b).

11. (a) Explain One Side Light Beauty Shot.

Or

- (b) Explain the role of Metadata in asset management.

12. (a) Explain about Motion portraits and Motion Photography.

Or

- (b) What are the basic adjustments for Lightroom?

13. (a) What do you understand about edgy portraits.

Or

- (b) How do you create a catch light?

14. (a) Explain the role of templates and presets in Light room.

Or

- (b) Explain how to adjust the white balance of a photograph by using options in the WB Segment of the Basic Panel.

15. (a) Explain Colour temperature and its importance in Photography.

Or

- (b) What is the importance of Retouching commercial images?

Part C

(3 × 10 = 30)

Answer **all** questions by choosing either (a) or (b).

16. (a) Explain in detail about the Three-point Light setup.

Or

- (b) Explain the role of Photoshop and Bridge/ACR in a digital photography work flow.

17. (a) How can we use a Gobo to control Accent lighting Explain.

Or

- (b) What is the importance of Styling in Commercial Photography?

18. (a) Explain the importance of Texture and clothes in commercial Photography.

Or

- (b) How can you obtain High fashion photographs with cross lights?
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