

C-5157

Sub. Code

83313

B.Sc. DEGREE EXAMINATION, NOVEMBER 2021

First Semester

Photography

INTRODUCTION TO VISUAL COMMUNICATION

(2019 onwards)

Duration: 3 Hours

Maximum : 75 Marks

Part A

(10 × 2 = 20)

Answer **all** questions.

1. Define communication
2. What is intrapersonal communication?
3. List any four communication theories.
4. What is two-step flow theory?
5. Define semiotics.
6. What is optical illusion?
7. Define public opinion.
8. What is denotation?
9. State four functions of mass media.
10. What is publicity?

Part B

(5 × 5 = 25)

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

11. (a) Brief the importance of visual communication.

Or

- (b) What are the modes of non-verbal communication?

12. (a) Explain Lasswell's model of communication.

Or

- (b) State the colour psychology of communication.

13. (a) Describe the relationships between culture and communication.

Or

- (b) Briefly explain the status of global media.

14. (a) What is the role of signs in semiotics?

Or

- (b) Explain the issues of traditional media of communication.

15. (a) Explain the types of mass media.

Or

- (b) Elaborate on public relations and propaganda.

Part C

(3 × 10 = 30)

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

16. (a) Explain the different types of barriers in communication.

Or

- (b) Examine the theoretical concepts and constructs of communication.

17. (a) Throw light on the relative merits of print and electronic media.

Or

- (b) Examine the role of color psychology in visual thinking and designing process.

18. (a) Examine the role of language in visual communication.

Or

- (b) Explain the functions of digital media with a support of theory.

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Sub. Code

83314

B.Sc. DEGREE EXAMINATION, NOVEMBER 2021

First Semester

Photography

FUNDAMENTALS OF DESIGN AND PHOTOGRAPHY – I

(2019 onwards)

Duration : 3 Hours

Maximum : 75 Marks

Part A

(10 × 2 = 20)

Answer **all** questions.

1. What is visual composition?
2. What do you mean by Graphics?
3. What do you mean by under exposures?
4. Define rhythm in graphic design.
5. Give an example for complementary colours.
6. Define Hue.
7. What are all the primary colours?
8. Mention any two cool colours.
9. Mention the advantages of grid system.
10. Name any two-raster graphics softwares.

Part B

(5 × 5 = 25)

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

(Brief answers)

11. (a) Discuss on creativity in design.

Or

- (b) Explain the following :

- (i) Point
- (ii) Line.

12. (a) Explain the types of lenses.

Or

- (b) How to analysis a photography? Explain.

13. (a) Explain the basics of colour theory.

Or

- (b) Elaborate on light theory of colours.

14. (a) Describe image and colour manipulation.

Or

- (b) How to select appropriate font in typography? Explain.

15. (a) Summarize the stages of designing process.

Or

- (b) List the factors influencing a layout.

Part C

(3 × 10 = 30)

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

(Essay type)

16. (a) Explain the elements of design with suitable example.

Or

- (b) Explain the characteristics of good design with suitable example.

17. (a) Write notes on :
- (i) Warm colours
 - (ii) Cool colours.

Or

- (b) Explain colour theory and colour psychology with suitable examples.

18. (a) Demonstrate grid system and templates.

Or

- (b) Explain and design a layout of sports magazine front.
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Sub. Code

83332

B.Sc. DEGREE EXAMINATION, NOVEMBER 2021

Third Semester

Photography

CONCEPTUAL PHOTOGRAPHY

(2019 onwards)

Duration : 3 Hours

Maximum : 75 Marks

Part A

(10 × 2 = 20)

Answer **all** questions.

1. Describe conceptual photography.
2. State the importance of conceptual photography.
3. Show an example of symbolism.
4. Define art.
5. When did contemporary photography start?
6. What do mean by fine art?
7. Define visual art.
8. Describe commercial photography.
9. What is the difference between contemporary and modern art?
10. What is the purpose of modern art?

Part B

(5 × 5 = 25)

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

11. (a) Write notes on perspective of conceptual photography.

Or

- (b) Outline the main principles of conceptual photography.

12. (a) Explain the principles of fine art photography.

Or

- (b) Elaborate the function of Symbolism.

13. (a) Explain the functions of visual photography.

Or

- (b) Explain modern photography.

14. (a) Elaborate on commercial photography.

Or

- (b) Explain medium in art.

15. (a) Write note on concept creation.

Or

- (b) Explain the perspective of the artist on photography.

Part C

(3 × 10 = 30)

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

16. (a) Explain the history of conceptual photography.

Or

- (b) Compare conceptual photography with contemporary photography.

17. (a) Explain the various forms of visual art in detail.

Or

(b) Explain the following :

(i) Similes

(ii) Anthropomorphism.

18. (a) Describe the conceptual photography in commercial industry.

Or

(b) Elaborate the tips and techniques of conceptual photography.

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Sub. Code

83333

B.Sc. DEGREE EXAMINATION, NOVEMBER 2021

Third Semester

Photography

DOCUMENTARY PHOTOGRAPHY

(2019 onwards)

Duration : 3 Hours

Maximum : 75 Marks

Part A

(10 × 2 = 20)

Answer **all** questions.

1. What are genres in documentary photography?
2. Mention about composition skills.
3. Define Workflow.
4. Tell about role of angles in documentary photography.
5. Give the key points on camera techniques.
6. What are lights in documentary photography?
7. Write down about Image integrity.
8. Pen down key points on approach styling in news.
9. Define curation in photography.
10. List out types of colour post processing.

Part B

(5 × 5 = 25)

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

11. (a) Write about observation skills.
Or
(b) Distinguish between colour and black medium and white medium in documentary photography.
12. (a) Discuss about the different styles of observing in documentary photography.
Or
(b) Explain Shooting methodology.
13. (a) Explain on the ethics of documentary photography.
Or
(b) Summarize on the process of creating visual stories.
14. (a) Pen down the responsibilities of a Photojournalist.
Or
(b) Distinguish between General news and Spot news.
15. (a) Write down about the appropriate medium availability in documentary photography.
Or
(b) Distinguish between Black and White post processing.

Part C

(3 × 10 = 30)

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

16. (a) Write in detail about Post processing techniques in documentary photography.
Or
(b) Explain the different genres and their effects in Human interest documentary photography.

17. (a) Explain in detail about Story - telling methods.

Or

(b) Brief about the camera techniques and their influences on Story board.

18. (a) Write down about the different news approaches in documentary photography.

Or

(b) Discuss in detail about Conceptual documentary photography.

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Sub. Code

83334/82934

B.Sc. DEGREE EXAMINATION, NOVEMBER 2021

Third Semester

Photography

**FUNDAMENTALS OF VIDEOGRAPHY AND
AUDIOGRAPHY**

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

(2019 onwards)

Duration : 3 Hours

Maximum : 75 Marks

Part A

(10 × 2 = 20)

Answer **all** questions.

1. Define Cinematography.
2. List the types of stories.
3. What are the roles of a director?
4. Write a note on climax resolution.
5. Summarize about the influence of camera in directions.
6. List the functions of dialogue.
7. Give a note on still camera.
8. Compare Analog and Digital image.
9. Write about the properties of light.
10. Write a note on lighting styles.

Part B

(5 × 5 = 25)

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

11. (a) Briefly explain about the process involved in storytelling.

Or

- (b) Discuss on the basics of film language.

12. (a) Discuss about the organic structure of screenplay.

Or

- (b) Outline the various responsibilities of the Director.

13. (a) Write a short note on movements and angles using camera.

Or

- (b) Write about the directorial applications of lenses.

14. (a) Write about the steps involved in film production.

Or

- (b) Discuss about the laboratory standards for images.

15. (a) Briefly write about the functions of lights.

Or

- (b) Write about the light measurements in direction.

Part C

(3 × 10 = 30)

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

16. (a) Elaborate technically about the phrase “conventional story telling”.

Or

- (b) Briefly explain about the evolution of the director.

17. (a) Explain in detail about the synchronous and non-synchronous sounds.

Or

(b) Briefly discuss on the types of films.

18. (a) Explain in detail about the factors that effects the lighting needs.

Or

(b) Discuss in detail on the types of lights.

C-5162

Sub. Code

83342

B.Sc. DEGREE EXAMINATION, NOVEMBER 2021

Fourth Semester

Photography

ADVANCED LIGHTING I FOR PHOTOGRAPHY

(2019 onwards)

Duration : 3 Hours

Maximum : 75 Marks

Part A

(10 × 2 = 20)

Answer **all** questions.

1. What is aperture?
2. Describe depth of field.
3. What is a soft box?
4. What is a snoot?
5. What is a keylight?
6. What is a V flat?
7. What is light shaping?
8. Explain shadows.
9. What is a backdrop?
10. What is a traditional portrait?

Part B

(5 × 5 = 25)

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

11. (a) How will you set up a group shot?

Or

- (b) Explain in brief about hard light and its properties.

12. (a) Write a note on silhouette and lighting for a silhouette.

Or

- (b) Write a brief note on hard modifiers.

13. (a) How will you light a portrait dramatically?

Or

- (b) Explain in brief about Blacklights and UV powder.

14. (a) Explain about light shaping and mention the tools used.

Or

- (b) Write a brief note on light painting.

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

Or

- (b) Explain briefly about high key lighting.

Part C

(3 × 10 = 30)

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

16. (a) Explain in detail about the various lighting setups.

Or

- (b) What is a studio space? Explain in detail.

17. (a) What is 'seven light setup'? Explain in detail.

Or

- (b) Write a detailed note on mixing ambient lights and strobe lights with examples.

18. (a) Differentiate between hard and soft modifiers and write a detailed note.

Or

- (b) Write a detailed note on lighting effects.
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C-5163

Sub. Code

83343

B.Sc. DEGREE EXAMINATION, NOVEMBER 2021.

Fourth Semester

Photography

ADVANCED LIGHTING II FOR PHOTOGRAPHY

(2019 onwards)

Duration : 3 Hours

Maximum : 75 Marks

Part A

(10 × 2 = 20)

Answer **all** questions.

1. Explain the term Batch Processing.
2. How front light works in beauty photography?
3. What is the importance of Backlight in a Photo shoot?
4. What is Broad Light?
5. What is Range in an External Flash?
6. What is TTL metering?
7. What is Additive Lights?
8. What is Split Lighting?
9. Explain Front Light.
10. List any two merits of lighting.

Part B

(5 × 5 = 25)

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

11. (a) Explain Inverse square law.
Or
(b) Explain in detail about Rembrandt lighting and how to acquire it while photographing a model.
12. (a) What are the different types of head shots? Explain.
Or
(b) What do you understand about Action based photos?
13. (a) Describe how to use lightroom to find or rate your best photographs from a shoot.
Or
(b) Explain the retouching and postproduction Workflow.
14. (a) Explain One overhead light head shot.
Or
(b) What is Metadata Presets?
15. (a) Explain about Butterfly lighting and the method of capturing butterfly lighting.
Or
(b) What are the uses of Strobes in Photography?

Part C

(3 × 10 = 30)

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

16. (a) Explain the use of Diffusers and Barndoors.
Or
(b) What do you understand about Sharpness and Noise in a photograph and how you can get sharpness and reduce noise of an image by using Light room?

17. (a) Explain the use of Soft boxes, Umbrellas and Parabolic.

Or

(b) Explain the difference between Commercial Photography and Editorial Images.

18. (a) Explain about the different types of Lighting approaches for a commercial shoot.

Or

(b) Explain how you composite a Fashion shoot for a Model Portfolio.

C-5105

Sub. Code

**83251/82851/
83051/83351/82951**

B.Sc. DEGREE EXAMINATION, NOVEMBER 2021.

Fifth Semester

**(Common for Animation/ Game art and Design/ Graphic
Design/Photography/Visual effects)**

BUSINESS OF MEDIA

(2019 onwards)

Duration : 3 Hours

Maximum : 75 Marks

Part A

(10 × 2 = 20)

Answer **all** questions.

1. Business
2. Private sector
3. Customer
4. Co-operatives
5. Stakeholders
6. Owners
7. Macro economies
8. Employees
9. Production
10. Entrepreneurship

Part B

(5 × 5 = 25)

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

11. (a) Write the types of Business organization.

Or

- (b) What is Franchises? Give a detail account on it.

12. (a) What are the ways to structure a business?

Or

- (b) Explain the pros and cons of different structure.

13. (a) Define Stakeholders? Write notes on Pressures on business.

Or

- (b) Write briefly about the characteristics of stakeholders.

14. (a) Write short notes on objective of Business studies.

Or

- (b) Brief on marketing strategies.

15. (a) Write the importance of Business communication

Or

- (b) What are the Dos of public relations personnel to maintain healthy media relations?

Part C

(3 × 10 = 30)

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

16. (a) How private and public sector influencing the profit of business? Explain.

Or

- (b) Write the importance of organizational structure.

17. (a) Give detail account on Internal and External Stakeholders.

Or

- (b) Write about the production and operations management in business.

18. (a) Describe macro and micro economics.

Or

- (b) Explain the social responsibilities of entrepreneur.

C-5106

Sub. Code

**83252/82852/83052/
83352/82952**

B.Sc. DEGREE EXAMINATION, NOVEMBER 2021.

Fifth Semester

**(Common for Animation/ Game art and Design/ Graphic
Design/Photography/Visual effects)**

PORTFOLIO AND PRESENTATION

(2019 onwards)

Duration : 3 Hours

Maximum : 75 Marks

Part A

(10 × 2 = 20)

Answer **all** questions.

1. Value Proposition
2. Personal Branding
3. Custom Logo
4. Blogs
5. PowerPoint presentation
6. Stylesheet
7. User Interface
8. Target market
9. YouTube Channel
10. Portfolio Risk and Return

Part B

(5 × 5 = 25)

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

11. (a) Write about any particular career based portfolio designs

Or

- (b) How will you include social media channels into portfolio? Explain

12. (a) What would a digital portfolio be used for?

Or

- (b) Write should a digital portfolio include?

13. (a) Why presentation skills training is needed for everyone.

Or

- (b) Write about the importance of diction in presentation.

14. (a) What is the purpose of a business card

Or

- (b) Give a sketch of a brochure cum business advertisement for any product of your own choice.

15. (a) What is portfolio strategy?

Or

- (b) Write about the deadline for a portfolio campaign, and explain how it works.

Part C

(3 × 10 = 30)

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

16. (a) Write an essay on the different types of portfolio for various fields.

Or

- (b) Write a detailed essay on working portfolio and its practice in India.

17. (a) What is the role of teacher in creating E-portfolios for students? Emphasis the earning and leading towards the awareness to the students

Or

- (b) Why is a book cover the most important part of a book? Explain from a presentation perspective

18. (a) Write an essay on the types of social media advertisement with different online platform groups.

Or

- (b) Explain the following key elements of portfolio management

- (i) Asset Allocation
- (ii) Diversification
- (iii) Rebalancing
