

C-8523

Sub. Code

83313

B.Sc. DEGREE EXAMINATION, APRIL 2023

First Semester

Photography

INTRODUCTION TO VISUAL COMMUNICATION

(2019 Onwards)

Duration : 3 Hours

Maximum : 75 Marks

Part A

(10 × 2 = 20)

Answer **all** questions.

1. What is Visual Communication?
2. What are the channels of communication?
3. Expand SMCR.
4. List out two examples of intrapersonal communication
5. Define Group communication.
6. What is a warm colour?
7. Circular Model.
8. Mass Communication.
9. Public opinion.
10. Semiotics.

Part B

(5 × 5 = 25)

Answer **all** questions.

11. (a) Explain the different types of communication.

Or

- (b) Write a note on Non Verbal communication.

12. (a) Distinguish between semantics and pragmatics.

Or

- (b) Write about the different barriers to communication.

13. (a) Illustrate the two step flow theory.

Or

- (b) Describe Lasswell's model of communication with a diagram.

14. (a) Elucidate on public opinion and its impact on mass media.

Or

- (b) Describe principles of visual representation.

15. (a) What is the relation between publicity and propaganda?

Or

- (b) Discuss the relationship between communication and culture.

Part C

(3 × 10 = 30)

Answer **all** questions.

16. (a) Differentiate between Warm colour and Cool colour.

Or

- (b) What is Visual Communication? Discuss its importance.

17. (a) Distinguish between paradigmatic and syntagmatic signs.

Or

- (b) Write a note on the SMCR Model of communication.

18. (a) Compare between linguistic barriers and cultural barriers to communication.

Or

- (b) What are the different types of mass media and its role in the society.

C-8524

Sub. Code

83323

B.Sc. DEGREE EXAMINATION, APRIL 2023.

Second Semester

Photography

STUDIO LIGHTING – I (PRODUCT)

(2019 onwards)

Duration : 3 Hours

Maximum : 75 Marks

Part A

(10 × 2 = 20)

Answer **all** questions.

1. Write short notes on story elements.
2. What is artificial light?
3. What is true light?
4. Differentiate composition and framing.
5. Define – Product photography.
6. What do you mean by still life photography?
7. Write short notes on tear sheet.
8. Define knolling photography.
9. Explain recolouring technique in few words.
10. What is shadow effect?

Part B

(5 × 5 = 25)

Answer **all** questions.

11. (a) Explain functionality of strobe and external light.

Or

- (b) Write brief note on properties of light.

12. (a) Discuss how to create emotion and guesture using light.

Or

- (b) Explain subject proxemics post processing.

13. (a) Give your own view about how to design page layout for cookbook.

Or

- (b) Write brief note on E-commerce.

14. (a) What are the elements of light?

Or

- (b) How to do product retouching by using Photoshop?

15. (a) Compare camera proxemics and subject proxemics.

Or

- (b) Explain in brief – natural window light and store light.

Part C

(3 × 10 = 30)

Answer **all** questions.

16. (a) Describe the principles of lighting.

Or

- (b) Write detail notes on different types of light.

17. (a) Explain the role and importance of composition and framing in still life photography.

Or

(b) Explain the rule of third and why it's followed in photography.

18. (a) Explain the Photoshop usage for product retouching.

Or

(b) What are the techniques used to take beauty and fashion photographs?

C-8525

Sub. Code

83324

B.Sc. DEGREE EXAMINATION, APRIL 2023

Second Semester

Photography

STUDIO LIGHTING II (PORTRAITURE AND FASHION)

(2019 onwards)

Duration : 3 Hours

Maximum : 75 Marks

Part A

(10 × 2 = 20)

Answer **all** questions.

1. What is architectural photography?
2. List the uses of photoshop.
3. Write short notes on key features of a portrait.
4. Define – Business portraits.
5. State any two types of beauty shots lighting.
6. What is beauty retouching?
7. Write short notes on fashion photography.
8. What is the role of conceptual team?
9. Define – Composition.
10. List out the image cropping tools.

Part B

(5 × 5 = 25)

Answer **all** questions.

11. (a) Write a note on commercial and advertising photography.

Or

- (b) Explain about E-Commerce photography.

12. (a) Describe group portraits—posing and Environment setting.

Or

- (b) Discuss about advantages of Digital photography.

13. (a) Explain – Hair stylist role in beauty photography.

Or

- (b) Write short notes on : Catch eye, shadows, Flairs.

14. (a) Discuss about types of lighting techniques for fashion photography.

Or

- (b) Explain – Costume designer framing in fashion photography.

15. (a) Explain the role of photoshop in image composition and combining expression.

Or

- (b) What are the types of software currently available for image editing – Explain.

Part C

(3 × 10 = 30)

Answer **all** questions.

16. (a) Elaborate the principles of photography and types.

Or

- (b) Explain traditional portrait lighting techniques from paintings.

17. (a) Write detailed note about the role of makeup and lighting in beauty photography.

Or

- (b) List out the steps to be taken in fashion photography for designing fashion magazines.

18. (a) Explain the role of photoshop in architectural photography.

Or

- (b) How to create an imaginative scenes and actions for sports? – Discuss.

C-8526

Sub. Code

83342

B.Sc. DEGREE EXAMINATION, APRIL 2023

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 hard light.
2. What is a soft box?
3. Give one use of reflector.
4. What is a circle of confusion?
5. What forms the exposure triangle?
6. What is depth of field.
7. Explain the Rule of the thirds.
8. Explain three-point lighting.
9. What is UV Powder?
10. Give one difference between highlights and shadows.

Part B

(5 × 5 = 25)

Answer **all** questions.

11. (a) Define the functions of sideways clamshell lighting.
Or
(b) Explain the primary uses of mono lights and pack lights.
12. (a) How are black lights and UV powder used in dramatic portrait shoots?
Or
(b) Explain how silhouettes are shot.
13. (a) What are different types of modifiers?
Or
(b) Explain Seven Light Setup.
14. (a) Describe the application of painting with light.
Or
(b) How to set up lighting for vintage photoshoots?
15. (a) What are different types of portraits?
Or
(b) How are snoots and gels used in photography?

Part C

(3 × 10 = 30)

Answer **all** questions.

16. (a) Explain the steps involved in using 7 Foot Silver Umbrella in photography.
Or
(b) Explain different types of lights and lighting techniques.

17. (a) Describe the significance of using backdrops in indoor photoshoots.

Or

(b) How to set a studio space for product photography?

18. (a) What are the differences between classical and traditional portraits? Give examples.

Or

(b) Explain how light metering works with reference to fashion photography.

C-8527

Sub. Code

83343

B.Sc. DEGREE EXAMINATION, APRIL 2023

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. Name any two photo editing software
2. What is the purpose of backlight?
3. What are the two basic colour spaces?
4. Define Highlights
5. What is additive light?
6. What is an edgy portrait?
7. What is a key light?
8. Colour temperature measurement
9. Name one retouching software
10. What is a motion portrait?

Part B

(5 × 5 = 25)

Answer **all** questions.

11. (a) Describe the uses of bounce flash.

Or

- (b) Explain the process in creating catch light

12. (a) How to set up lighting for indoor fashion photoshoot?

Or

- (b) What are some of the ways to use digital environment for background

13. (a) How are textures and clothes used in photography?

Or

- (b) What are strobes and gels and how are they used in photoshoots?

14. (a) How to flag, label and rate photos in light room?

Or

- (b) Describe the seven workspace modules in light room.

15. (a) How to take a photo of an athlete in action?

Or

- (b) Briefly describe the types of headshots.

Part C

(3 × 10 = 30)

Answer **all** questions.

16. (a) Explain the steps in shooting portrait using one light with an example.

Or

- (b) Describe the lighting composite techniques to achieve best photos.

17. (a) List down the steps involved in retouching with reference to lightroom.

Or

- (b) Explain the post-production workflow.

18. (a) How to setup lighting for a commercial photoshoot?

Or

- (b) Explain different lighting techniques.
