

C-0208

Sub. Code

83313

B.Sc. DEGREE EXAMINATION, NOVEMBER 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 Mass Communication?
2. What is a Helical Model?
3. Expand SMCR.
4. List out two examples of interpersonal communication.
5. Define Transpersonal communication.
6. What is the role of colour in visuals?
7. Digital Media.
8. Semantics.
9. Cross cultural communication.
10. Semiotics.

Part B

(5 × 5 = 25)

Answer **all** questions.

11. (a) Discuss the importance of human communication.

Or

- (b) Is Visual communication more powerful than verbal communication? Explain.

12. (a) Explain the Schramm's circular model.

Or

- (b) What are the three levels of communication?

13. (a) Explain the role of colour in advertisements.

Or

- (b) Describe the association between optical and visual illusion.

14. (a) Narrate the importance of global communication.

Or

- (b) Explain the role of semiotics in media.

15. (a) Summarise the need of media in a developing nation.

Or

- (b) Express the importance of cross-cultural communication in a democracy.

Part C

(3 × 10 = 30)

Answer **all** questions.

16. (a) Discuss the process of communication with examples.

Or

- (b) What is the scope and application of visual communication in various fields?

17. (a) Suggest methods for participating in a group discussion.

Or

- (b) Enumerate the relation between language and visual communication.

18. (a) Elaborate the Helical model and its implications.

Or

- (b) Discuss the need of analysing media content with the theories of communication. Suggest some examples

C-0209

Sub. Code

83314

B.Sc. DEGREE EXAMINATION, NOVEMBER 2023

First Semester

Photography

FUNDAMENTALS OF DESIGN AND PHOTOGRAPHY

(2019 onwards)

Duration : 3 Hours

Maximum : 75 Marks

Part A

(10 × 2 = 20)

Answer **all** questions.

1. Differentiate form/space.
2. What is 'harmony' in design?
3. Define f-stop.
4. Why white balance setting important?
5. What is ISO?
6. Define shutter speed.
7. What is aperture?
8. What is a fisheye lens used for?
9. What is Depth of Field?
10. Why is a UV filter used?

Part B

(5 × 5 = 25)

Answer **all** questions.

11. (a) Discuss the characteristics of a good design.

Or

- (b) Elucidate on the principles of design.

12. (a) What are digital cameras? How do they differentiate from traditional cameras?

Or

- (b) Explain about the different types of photography.

13. (a) Brief about the basics of colour theory.

Or

- (b) Differentiate achromatic and monochromatic colour schemes.

14. (a) Brief about typeface classifications.

Or

- (b) Discuss the importance of graphics.

15. (a) Brief about layout guidelines in design.

Or

- (b) What are the factors that capture the reader's attention in design?

Part C

(3 × 10 = 30)

Answer **all** questions.

16. (a) Illustrate the parts of a tripod. Explain its utility and significance under different situations.

Or

- (b) Elaborate on the stages of the design process.
17. (a) Delineate the nuances of covering public functions in terms of visual impact.

Or

- (b) Elaborate on how to select an appropriate font for the text.
18. (a) Exemplify outdoor lighting methods and narrate the difficulties.

Or

- (b) Illustrate three point lighting arrangement.
-

C-0210

Sub. Code

83324

B.Sc. DEGREE EXAMINATION, NOVEMBER 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. Define commercial photography.
2. What does the term 'marching' mean in Adobe photoshop?
3. Define 'shutter speed'.
4. Define 'headroom'.
5. Expand GIF.
6. Define shadow.
7. What is the best lens for portrait photography?
8. What is the role of 'Art Director'?
9. Differentiate landscape from portrait photography.
10. Write about the magic wand tool of photoshop.

Part B

(5 × 5 = 25)

Answer **all** questions.

11. (a) Explain the principles of E-Commerce photography.

Or

- (b) How product photography is related to E-Commerce?

12. (a) Brief the features of portrait photography.

Or

- (b) Write about the traditional portrait lighting techniques.

13. (a) What accessories do we need for portrait photography?

Or

- (b) Write about the framing techniques of each type of beauty shots.

14. (a) Discuss the role of the conceptual team of fashion photography.

Or

- (b) Explain the lighting and effects that are implemented in fashion photography.

15. (a) Write about image composition in Adobe Photoshop.

Or

- (b) Write about the editing tools of Adobe Photoshop.

Part C

(3 × 10 = 30)

Answer **all** questions.

16. (a) Delineate the techniques to clean up and enhance images for final context.

Or

- (b) How can composition be improved in symmetry in photographs?

17. (a) Elucidate about corporate or business portraits – Posing, Environment setting and colour study

Or

- (b) Write about the lighting techniques for each type of beauty shots.

18. (a) What are the different types of portrait photography?

Or

- (b) Ring Light is helpful in fashion photography. Substantiate

C-0211

Sub. Code

83332

B.Sc. DEGREE EXAMINATION, NOVEMBER 2023

Third Semester

Photography

CONCEPTUAL PHOTOGRAPHY

(2019 onwards)

Duration : 3 Hours

Maximum : 75 Marks

Part A

(10 × 2 = 20)

Answer **all** questions.

1. What is photography?
2. What is conceptual photography?
3. What is simile?
4. Brief on anthropomorphism.
5. Write short notes on portrait photography.
6. Define visual art.
7. Define fine art.
8. What is the difference between art and fine art?
9. What is concept shot?
10. Define modern photography.

Part B

(5 × 5 = 25)

Answer **all** questions.

11. (a) Write down the steps in conceptual photography.

Or

- (b) How can photography illustrate ideas?

12. (a) Explain the importance of metaphors in photography.

Or

- (b) Write notes on Symbolism.

13. (a) Explain the composition and post processing techniques in photography.

Or

- (b) Write about the important features of contemporary photography.

14. (a) Write notes on fine art photography.

Or

- (b) Write down the qualities of an artist.

15. (a) Explain visualization.

Or

- (b) Write about the different genres of conceptual photography.

Part C

(3 × 10 = 30)

Answer **all** questions.

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

Or

(b) Explain the role of art in conceptual photography.

17. (a) Describe the importance of Metaphors.

Or

(b) What are the different mediums used in art?

18. (a) Explain the method of concept creation in photography.

Or

(b) Explain the differences between modern photography and conceptual photography.

C-0212

Sub. Code

83333

B.Sc. DEGREE EXAMINATION, NOVEMBER 2023

Third Semester

Photography

DOCUMENTARY PHOTOGRAPHY

(2019 onwards)

Duration : 3 Hours

Maximum : 75 Marks

Part A

(10 × 2 = 20)

Answer **all** questions.

1. What is a storyboard?
2. What is spot news?
3. What is aperture?
4. What is a Zoom lens?
5. Define human interest Photography
6. What is low angle?
7. What is general news?
8. Explain rule of the thirds
9. Give one difference between documentary and short film.
10. What is fill light?

Part B

(5 × 5 = 25)

Answer **all** questions.

11. (a) What are the ethics of documentary photography?

Or

(b) Explain different angles and shots used in documentary photography.

12. (a) Who are the masters of documentary photography?

Or

(b) Explain the photo curation process

13. (a) How does censorship work in documentary Photography?

Or

(b) What are the different storytelling methods?

14. (a) Explain the significance of conceptual documentary photography.

Or

(b) Give a short note on camera techniques used in documentary photography

15. (a) Elucidate the differences in colour and black and white post Processing.

Or

(b) What are the responsibilities of a photojournalist?

Part C

(3 × 10 = 30)

Answer **all** questions.

16. (a) Give one cast study of documentary photography and explain the processes.

Or

- (b) What are different types of news? Give appropriate examples?

17. (a) Explain the different documentary genres

Or

- (b) Give the workflow of documentary photoshoot.

18. (a) Explain the process of creating visual stories.

Or

- (b) Draw a storyboard for an imaginary documentary photoshoot.

C-0213

Sub. Code

83334/82934

B.Sc. DEGREE EXAMINATION, NOVEMBER 2023

Third Semester

Photography

**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 a Polaroid Camera?
2. Expand- CMYK
3. Name any two cinematographers from Indian Cinema.
4. What is understood by Depth of Focus?
5. Relevance of Key Light.
6. Plot arc
7. Shooting script
8. External Conflict
9. Storyboard
10. Write names of any two Hollywood Film Directors

Part B

(5 × 5 = 25)

Answer **all** questions.

11. (a) What are the basics of a film language?

Or

(b) What are the roles and duties of the crew members of a film?

12. (a) Does the sound effect have any significance with the plot of the film?

Or

(b) List out the different camera angles with illustration.

13. (a) Why is the Director called the “Captain of the Ship”?

Or

(b) What is an aspect ratio?

14. (a) Draw and explain the Three point lighting and its function.

Or

(b) Discuss the various types of lenses and its functions.

15. (a) Discuss the recent trends in Tamil cinema with respect.

Or

(b) What are the different types of shots used in making a film?

Part C

(3 × 10 = 30)

Answer **all** questions.

16. (a) Has digital technology changed the way films are made today?

Or

- (b) Discuss the need of Dialogues in a film and how integral it is for the progress of the plot.

17. (a) What is a Three Act Structure? Explain with suitable examples.

Or

- (b) Narrate the significance of a Story board.

18. (a) What is Pre production, Production and Post Production in film making?

Or

- (b) Describe the usage of time and space in films.

C-1238

Sub. Code

83313

B.Sc. DEGREE EXAMINATION, NOVEMBER 2023.

First Semester

Photography

INTRODUCTION TO COMMUNICATION

(2023 onwards)

Duration : 3 Hours

Maximum : 75 Marks

Part A

(10 × 1 = 10)

Answer **all** questions.

1. Communication is defined as
 - (a) One way process
 - (b) Exchange of information
 - (c) Written message
 - (d) Non-verbal interaction

2. Lasswell's model focuses on
 - (a) Encoding and decoding
 - (b) Opinion leaders
 - (c) Effects and mass media
 - (d) Feedback

3. The communication model that emphasizes on importance of feedback is
 - (a) SMCR Model
 - (b) Schramm's circular model
 - (c) White's Gate keeper theory
 - (d) Dance's helical model

4. _____ proposed the two-step flow theory of communication.
- (a) Harold Lasswell (b) David Berlo
(c) Paul Lazarsfeld (d) Marshall McLuhan
5. Semiotics studies _____ in communication.
- (a) Psychology (b) Visual elements
(c) Symbols and signs (d) Mass media
6. The term refers to basic elements of sign in semiotics is
- (a) Denotation (b) Connotations
(c) Symbols (d) Paradigms
7. The theory suggests that individuals use media to satisfy specific needs and desires
- (a) Cultivation theory
(b) Agenda setting theory
(c) Media effects theory
(d) Gratification model
8. The term refers to set of alternative signs used in a particular context is
- (a) Denotation (b) Connotation
(c) Paradigm (d) Syntagm
9. The primary function of mass communication is
- (a) Persuade (b) Criticize
(c) Inform (d) Educate
10. Identify the function of mass media which involves providing the audience with information about current events and issues
- (a) Educate (b) Entertain
(c) Persuade (d) Impact

Part B

(5 × 5 = 25)

Answer **all** questions.

11. (a) Explain the concept of communication as a process.

Or

- (b) Differentiate between verbal and nonverbal communication.

12. (a) Explain about technical and semantic of communication.

Or

- (b) What is the two-step flow theory of communication?

13. (a) Explain the paradigmatic and syntagmatic aspects of design.

Or

- (b) Explain the importance of design execution and presentation.

14. (a) Explain the relationship between culture and communication.

Or

- (b) Elaborate on cross-cultural communications.

15. (a) What is mass media and highlight its functions?

Or

- (b) Explain the importance of electronic media.

Part C

(5 × 8 = 40)

Answer **all** questions.

16. (a) Elaborate on the types of communication.

Or

- (b) Define communication as an expression, skill and process with example.

17. (a) Describe the SMCR model and its theoretical concepts in the context of communication.

Or

- (b) Discuss in detail Dance's helical model.

18. (a) Discuss semiotics with signs, symbols, denotations, and annotations in detail.

Or

- (b) Describe the steps in the design process including idea development and execution.

19. (a) Explain the concept of communication and public opinion and its nature and process.

Or

- (b) Discuss in detail the impact of developing countries on communication.

20. (a) Elaborate on the functions of mass communication.

Or

- (b) Elaborate on the gratification model.

C-1239

Sub. Code

83315

B.Sc. DEGREE EXAMINATION, NOVEMBER 2023.

First Semester

Photography

FUNDAMENTALS OF DESIGN AND PHOTOGRAPHY

(2023 onwards)

Duration : 3 Hours

Maximum : 75 Marks

Part A

(10 × 1 = 10)

Answer **all** questions.

1. The elements of design which refer to the path created by a moving point
 - (a) Shape
 - (b) Line
 - (c) Texture
 - (d) Colour

2. The term which represents the variation of lightness and darkness in design
 - (a) Contrast
 - (b) Texture
 - (c) Dominance
 - (d) Proportion

3. ISO measures ——— in a camera.
 - (a) Aperture size
 - (b) Sensor size
 - (c) Sensitivity to light
 - (d) Focal length

4. Macro lense is used in
- (a) Fashion Photography
 - (b) Macro photography
 - (c) Astro photography
 - (d) Sports photography
5. Which of the following is not an attribute of colour?
- (a) Hue
 - (b) Clarity
 - (c) Saturation
 - (d) Value
6. The result of blending of two complementary colour is
- (a) High contrast
 - (b) Low contrast
 - (c) No contrast
 - (d) Greyscale
7. Select the term for the style and appearance of a printed text
- (a) Type face
 - (b) Serif
 - (c) Font
 - (d) Glyph
8. Select a most suitable format for images with complex color gradients and transparency.
- (a) JPEG
 - (b) PNG
 - (c) GIF
 - (d) BMP
9. _____ provides a sense of order and balance in page layout design.
- (a) Text
 - (b) Image
 - (c) Whitespace
 - (d) Elements
10. The first stage of design process is
- (a) Research
 - (b) Ideation
 - (c) Execution
 - (d) Finalization

Part B

(5 × 5 = 25)

Answer **all** questions.

11. (a) What is the primary function of a point in a design?

Or

- (b) Explain the importance of creativity in design.

12. (a) Explain about exposure and aperture.

Or

- (b) Explain the types of lenses used in a camera.

13. (a) Explain the attributes of a colour.

Or

- (b) Discuss about the additive model and subtractive model.

14. (a) Explain the types of typography.

Or

- (b) Explain about assembling and filtering an image.

15. (a) Explain the important parts of a layout.

Or

- (b) Explain the different stages of the design process.

Part C

(5 × 8 = 40)

Answer **all** questions.

16. (a) Explain the elements of design.

Or

- (b) Discuss in detail the principles of design.

17. (a) Discuss in detail the types of photography.

Or

(b) What are the fundamentals of light? Explain visual design elements.

18. (a) Explain in detail the basics of colour theory.

Or

(b) Explain about colour contrast and colour psychology.

19. (a) Elaborate on the importance of graphics in designing.

Or

(b) Explain the colour manipulation techniques.

20. (a) Elaborate on factors influencing a layout.

Or

(b) Discuss in detail the design process.
