

C-1645

Sub. Code

83313

B.Sc. DEGREE EXAMINATION, APRIL 2024

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. Write down the need and scope of visual communication.
3. Brief on SMCR Model.
4. Write about Two step flow theory.
5. Define connotation and denotation.
6. What is visual thinking?
7. Define public opinion.
8. What is global media?
9. Write any two advantages and disadvantages of traditional media.
10. Define public relations.

Part B

(5 × 5 = 25)

Answer **all** questions.

11. (a) Explain the elements of communication.

Or

- (b) Describe the barriers of communication.

12. (a) 'Medium is the message' — Explain it with suitable example.

Or

- (b) Explain Wilbur Schramm model of communication with neat diagram.

13. (a) Enumerate the importance of color in design.

Or

- (b) How does balance and rhythm as concept help in designing?

14. (a) Explain semiotics and its different types.

Or

- (b) Elaborate Gestalt theory.

15. (a) Explain the functions of mass communication.

Or

- (b) Discuss the salient features of Hypodermic Needle model.

Part C

(3 × 10 = 30)

Answer **all** questions.

16. (a) Bring out the similarities and differences between Intrapersonal communication and Interpersonal communication.

Or

- (b) Explain verbal and non verbal communication.
17. (a) Enumerate the different levels of communication.

Or

- (b) Explain color psychology with suitable examples.
18. (a) Describe the different stages of visualizing.

Or

- (b) List out the differences between traditional media and digital media.
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C-1646

Sub. Code

83323

B.Sc. DEGREE EXAMINATION, APRIL 2024

Second Semester

Photography

STUDIO LIGHTING – I [Product]

(2019 onwards)

Duration : 3 Hours

Maximum : 75 Marks

Part A

(10 × 2 = 20)

Answer **all** questions.

1. What is light?
2. Define key light.
3. Define the scene.
4. What does the term 'short' refer to in a studio lighting context?
5. Define diffuser.
6. Define reflector.
7. What is opacity?
8. Write about masking tools in Adobe Photoshop.
9. What is strobe light?
10. Expand JPEG.

Part B

(5 × 5 = 25)

Answer **all** questions.

11. (a) Elaborate on the elements of light.

Or

(b) Detail the main characteristics of light.

12. (a) Which type of light is used in photography?

Or

(b) What are the different light techniques?

13. (a) How does the time of day affect light?

Or

(b) Write about 'back and side light'?

14. (a) Illustrate three point key lighting.

Or

(b) Illustrate four point key lighting.

15. (a) Elaborate on alpha masking and colouring.

Or

(b) Draw the interface of Adobe Photoshop.

Part C

(3 × 10 = 30)

Answer **all** questions.

16. (a) Elaborate the main key light directions.

Or

- (b) Brief about the basic light setup for food photography.

17. (a) How important is studio lighting in photography?

Or

- (b) Discuss the functionality of strobe and external light.

18. (a) Delineate the toolbox of Adobe Photoshop.

Or

- (b) What is the role of Adobe Photoshop in photography.
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C-1647

Sub. Code

83324

B.Sc. DEGREE EXAMINATION, APRIL 2024

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 advertising photography.
2. Write about context menus of Adobe Photoshop.
3. Define 'aperture'.
4. What is a 'nose room'?
5. Write about 'framing'.
6. Explain the 'rule of third'.
7. What is the role of 'costume designer'?
8. Artificial lighting gives the best output in fashion photography. Justify.
9. Define 'Key light'
10. How to eliminate shadows in pictures?

Part B

(5 × 5 = 25)

Answer **all** questions.

11. (a) Discuss the efficiency of E-commerce photography.

Or

- (b) Elucidate the role of photoshop in commercial photography.

12. (a) Explain about the window light for B/W and coloured portraits.

Or

- (b) Write about environmental portraits.

13. (a) Write about the lighting techniques for each type of beauty shot.

Or

- (b) Elucidate about the effects that are implemented in beauty photography.

14. (a) Discuss the framing techniques of fashion photography.

Or

- (b) Discuss the role of 'caption' in photography.

15. (a) How composition can be improved in symmetry in photography?

Or

- (b) What are the different effects that are noted in fashion photography?

Part C

(3 × 10 = 30)

Answer **all** questions.

16. (a) Elucidate about group portraits - Posing, Environment setting and colour study

Or

- (b) Discuss the accessories required for portrait photography.

17. (a) Discuss the role of the conceptual team of beauty photography.

Or

- (b) Explain the principles of E-Commerce photography.

18. (a) Ring Light is helpful in fashion photography. Substantiate.

Or

- (b) Analyse the role of the conceptual team of fashion photography.
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C-1648

Sub. Code

83342

B.Sc. DEGREE EXAMINATION, APRIL 2024

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. Explain the rule of the thirds.
2. What is depth of field?
3. Define shutter speed.
4. What is the purpose of ISO?
5. What is light metering?
6. What is white balance?
7. What is clamshell lighting?
8. Give one application of one light setup
9. What is ambient light?
10. Light temperature is measured in.

Part B

(5 × 5 = 25)

Answer **all** questions.

11. (a) Explain Seven Light Setup.

Or

- (b) How to set up lighting for vintage photoshoot?

12. (a) What are different types of modifiers?

Or

- (b) How are snoots and gels used in photography?

13. (a) Explain the basic steps in setting up photo studio light.

Or

- (b) How are modelling lights and gels used in photoshoot?

14. (a) Explain the components of exposure triangle with appropriate diagrams.

Or

- (b) Discuss about the backdrops used in lighting photography.

15. (a) How is silhouette photography taken using one light?

Or

- (b) Explain the importance of direction and distance in photography.

Part C

(3 × 10 = 30)

Answer **all** questions.

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

Or

- (b) Explain the differences between hard light and soft lighting with one case in point.

17. (a) How are mono lights and pack lights used? Explain with an example.

Or

- (b) Explain different lighting techniques

18. (a) Explain the process involved in shooting a luxury handbag.

Or

- (b) Discuss some of the Light controls and shaping techniques.
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C-1649

Sub. Code

83343

B.Sc. DEGREE EXAMINATION, APRIL 2024.

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. What is flat lighting?
2. What is butterfly lighting?
3. Explain the process of renaming file in Lightroom.
4. Colour temperature is measured in?
5. Name any two photo editing software.
6. What are the three main types of lighting in photography?
7. Define Highlights and Shadows.
8. What are action-based photos?
9. What is additive light?
10. What is cross light?

Part B

(5 × 5 = 25)

Answer **all** questions.

11. (a) What are the functions of diffusion and fill lights? Explain how to set up fill light for portrait photoshoot.

Or

- (b) What are the differences between backlight and background light?

12. (a) What are the different types of headshots?

Or

- (b) Explain the steps involved in compositing fashion shoots

13. (a) Elucidate the differences in using gels for creative effects vs. corrective effects.

Or

- (b) Explain how multi-point light setups work

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

Or

- (b) How to create catch light?

15. (a) Differentiate between edgy portrait and motion portrait.

Or

- (b) What is the purpose of diffusion and fill light?

Part C

(3 × 10 = 30)

Answer **all** questions.

16. (a) Explain the steps involved in assessing, rating and flagging photos in lightroom.

Or

- (b) How to set up lighting for indoor product photoshoots?

17. (a) Explain in detail the steps involved in retouching using any software.

Or

- (b) How are textures and clothes used in commercials? Explain using one case study.

18. (a) Explain the methods in capturing athletic intensity.

Or

- (b) Explain styling with reference to commercial and iconic headshots.
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C-2381

Sub. Code

83313

B.Sc. DEGREE EXAMINATION, APRIL 2024

First Semester

Photography

INTRODUCTION TO COMMUNICATION

(2023 onwards)

Duration : 3 Hours

Maximum : 75 Marks

Part A

(10 × 1 = 10)

Answer **all** questions.

1. The following one is not an element of the communication process
 - (a) Encoding
 - (b) Decoding
 - (c) Feedback
 - (d) Interruption

2. Communication which involves body language and facial expression is
 - (a) Verbal
 - (b) Intra personal
 - (c) Nonverbal
 - (d) Interpersonal

3. _____ proposed the two-step flow theory of communication.
 - (a) Harold Lasswell
 - (b) David Berlo
 - (c) Paul Lazarsfeld
 - (d) Marshall McLuhan

4. 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

5. Semiotics studies _____ in communication.
 - (a) Psychology
 - (b) Visual elements
 - (c) Symbols and signs
 - (d) Mass media

6. The term for the study of language in communication is
 - (a) Semiotics (b) Analysis
 - (c) Linguistics (d) Perception

7. The field focuses on the psychological and physiological aspects of visual perception
 - (a) Semiotics (b) Color psychology
 - (c) Optical illusion (d) Visual communication

8. Communication occurs between people from different cultural backgrounds
 - (a) Intercultural (b) Multicultural
 - (c) Cross cultural (d) Interpersonal

9. The primary function of mass communication is
 - (a) Persuade (b) Criticize
 - (c) Inform (d) Educate

10. Select a digital media
 - (a) News paper (b) You tube
 - (c) Radio (d) Magazine

Part B

(5 × 5 = 25)

Answer **all** questions.

11. (a) What is communication and why it is essential in human interactions?

Or

- (b) Explain about intercultural communication.

12. (a) What is the two-step flow theory of communication?

Or

- (b) Brief the key elements of Lasswell's communication model.

13. (a) Explain colour psychology.

Or

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

14. (a) Explain about cross-cultural communication.

Or

- (b) Define semiotics in communication. Highlight its importance.

15. (a) List the functions of mass communication.

Or

- (b) Explain the importance of digital media.

Part C

(5 × 8 = 40)

Answer **all** questions.

16. (a) Elaborate on types of communication.
Or
(b) Define communication as an expression, skill and process with example.
17. (a) Discuss the significance of visual communication in today's world.
Or
(b) Describe the SMCR model and its theoretical concepts in the context of communication.
18. (a) Explain in detail about principles of visual sensory perceptions.
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 semiotics with signs, symbols, denotations, and annotations in detail.
20. (a) Elaborate on the functions of mass communication.
Or
(b) Discuss in detail about hypodermic needle model.

C-2382

Sub. Code

83315

B.Sc. DEGREE EXAMINATION, APRIL 2024

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 key characteristics of good design
 - (a) Complexity
 - (b) Cluttered layout
 - (c) Simplicity
 - (d) Irrelevant content

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 light (d) Focal length

4. The term for the amount of light that reaches the camera sensor is
- (a) ISO (b) Aperture
(c) Shutter speed (d) Exposure
5. Which of the following is not an attribute of colour?
- (a) Hue (b) Clarity
(c) Saturation (d) Value
6. Identify the primary colour
- (a) Red (b) Blue
(c) Green (d) White
7. The term raster graphics refer to
- (a) lines and curve
(b) Pixels
(c) Vector illustrations
(d) Animated graphics
8. Select a most suitable format for images with complex color gradients and transparency.
- (a) JPEG (b) PNG
(c) GIF (d) BMP
9. Which is not an important part of page layout?
- (a) Text (b) Image
(c) Elements (d) White space
10. _____ provides a sense of order and balance in page layout design.
- (a) Text (b) Image
(c) Elements (d) White space

Part B

(5 × 5 = 25)

Answer **all** questions.

11. (a) List the important characteristics of a good design.

Or

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

12. (a) Explain about exposure and aperture.

Or

- (b) Explain about developing creativity.

13. (a) Explain the colour wheel and highlight the information present in the colour wheel.

Or

- (b) Discuss the triads and tetrads.

14. (a) Explain the types of typography.

Or

- (b) Explain about types of graphics.

15. (a) Explain the role of grids and layouts.

Or

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

Part C

(5 × 8 = 40)

Answer **all** questions.

16. (a) Discuss in detail the principles of design.

Or

- (b) Explain the elements of design.

17. (a) Discuss in detail the camera operations and ISO.

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 warm and cool colours. How are these obtained?

19. (a) Elaborate on typeface classifications.

Or

(b) Explain the colour manipulation techniques.

20. (a) Explain about grid system and templates.

Or

(b) Discuss in detail the design process.

C-2383

Sub. Code

83323

B.Sc. DEGREE EXAMINATION, APRIL 2024.

Second Semester

Photography

STUDIO LIGHTING I (PRODUCT)

(2023 onwards)

Duration : 3 Hours

Maximum : 75 Marks

Part A

(10 × 1 = 10)

Answer **all** questions.

1. Which one among the following is NOT an example for artificial lighting?
(a) Halogen (b) LED
(c) CFL (d) Sun light
2. Elements of light : angle, intensity quality and _____.
(a) Color (b) Design
(c) Stand (d) Switch
3. Mise en scene means _____.
(a) setting the prop (b) setting the stage
(c) story board (d) animation
4. How a photographer arranges visual elements within their frame is called _____.
(a) Lighting (b) Composition
(c) LCD (d) Shooting

5. To create short burst of light _____ can be used.
- (a) Strobe light (b) Candle light
(c) Tungsten light (d) Incandescent light
6. Which one among the following suitable for food photography?
- (a) LED (b) Sungun
(c) Candle (d) Halogen
7. Knolling is also called _____ photography.
- (a) Wild life (b) Fashion
(c) Flat lay (d) Candid
8. An image that is showing how your photography was used by your client is called _____.
- (a) Dummy (b) Fearsheet
(c) Prototype (d) Model
9. For a smooth transition at the edges and precise cropping of even the finest images _____ can be used.
- (a) Filter (b) Diffuser
(c) Alpha masking (d) Grid
10. The outline or shape of something is called as _____.
- (a) sketch (b) contour
(c) raster image (d) vector image

Part B

(5 × 5 = 25)

Answer **all** questions.

11. (a) Explain the basic studio lighting with a diagram for food photography.

Or

- (b) How do you convey emotions and enrich storytelling using studio lights?

12. (a) Explain the mise-en-scene with an example.

Or

- (b) Draw and explain the role of depth of field in still life photography.

13. (a) Write the advantages of using daylight for food photography.

Or

- (b) Explain the minimalist style in photography.

14. (a) Write the challenges of taking Glassware product photography.

Or

- (b) Explain the E-commerce photography with an example.

15. (a) Retouching makes the image output good – Explain.

Or

- (b) How do you create visual harmony in product photography?

Part C

(5 × 8 = 40)

Answer **all** questions.

16. (a) Explain the properties of light with diagram.
Or
(b) How do you achieve a particular motion using the lights? Explain.
17. (a) Illustrate techniques to refine a picture using post processing stage by stage.
Or
(b) Explain the role of colour in still photography to achieve the desired output.
18. (a) “Optimum utilization of available material and creativity help to get pleasant output for food photography” – Explain.
Or
(b) Discuss the Minimalistic styling in food photography for a magazine.
19. (a) “Achieving the aesthetic outcome in product photography is a challenge” – Explain.
Or
(b) Draw and explain any five accessories used in product photography.
20. (a) “Tools and teachings available in photoshop for enhancing the product need to be explored upon the output” – Discuss.
Or
(b) Explain the product retouching help to E-commerce indirectly with an example.

C-2384

Sub. Code

83325

B.Sc. DEGREE EXAMINATION, APRIL 2024.

Second Semester

Photography

STUDIO LIGHTING II (PORTRAITURE AND FASHION)

(2023 onwards)

Duration : 3 Hours

Maximum : 75 Marks

Part A

(10 × 1 = 10)

Answer **all** questions.

1. What distinguishes commercial photography from Advertising Photography?
 - (a) Commercial Photography focuses on selling products or services, while advertising Photography focuses on creating AD campaigns
 - (b) Commercial Photography is exclusively for print media, while Advertising Photography is for digital media
 - (c) There is no difference both terms are used interchangeably
 - (d) Commercial Photography involves landscape shots, while Advertising Photography focuses on Portraits
2. Which principle is essential for successful E-Commerce Photography?
 - (a) Experimenting with different styles
 - (b) Consistency in images presentation
 - (c) Using unconventional angles for product shots
 - (d) Incorporating random props into the product images

3. What distinguishes Portrait Photography from other genres?
 - (a) Focus on capturing landscapes
 - (b) Emphasis on capturing candid moments
 - (c) Focus on capturing the personality or expression of the subject
 - (d) Use-of wide-angle lenses

4. Which type of Portrait Photography involves capturing individuals in their workplace or a setting that reflects their personality?
 - (a) Corporate or Business Portraits
 - (b) Group Portraits
 - (c) Head Shots
 - (d) Environmental Portraits

5. What role does a makeup artist play in Beauty Photography?
 - (a) Providing Photography equipment
 - (b) Creating Visual Effects
 - (c) Applying makeup to enhance the subject appearance
 - (d) Editing photos in post-production

6. What is key aspect of Beauty Photography that involves creating captivating effects such as shadow and glares?
 - (a) Framing
 - (b) Lighting
 - (c) Makeup
 - (d) Digital retouching

7. What distinguishes Fashion Photography from other genres?
 - (a) It focuses on capturing natural landscapes
 - (b) It involves Photography clothing, accessories and Fashion models
 - (c) It primarily features Still life compositions
 - (d) It excludes any human subjects

8. In High-Fashion Photography, who is responsible for coordinating the overall look and feel of the shoot?
 - (a) Make-up artist
 - (b) Costume designer
 - (c) Lighting technician
 - (d) Art director

9. What is the purpose of composing images in Photoshop?
 - (a) To create animated GIFs
 - (b) To combine multiple images into a single cohesive composition
 - (c) To add text overlays to Photos
 - (d) To apply digital filters for artistic effects

10. Which technique in image compositing involved replacing the background of a Photography?
 - (a) Combining expressions
 - (b) Adding subject to a new environment
 - (c) Editing background
 - (d) Creating imaginative scenes

Part B

(5 × 5 = 25)

Answer **all** questions.

11. (a) What distinguishes Commercial Photography from Advertising Photography?

Or

- (b) Why is it important to maintain consistency in images for E-Commerce Photography?

12. (a) You are tasked with capturing Black and White Portraits in a naturally lit environment which lighting techniques would you apply, and why?

Or

- (b) Analyze and differentiate the roles of makeup artists in Beauty Photography and Fashion Photography.

13. (a) Evaluate the effectiveness of using window light versus studio strobes for Portrait Photography in different scenarios.

Or

- (b) Design a concept for a High-Fashion Photoshoot, outlining the roles of team members and the desired aesthetic.

14. (a) What is the primary goal of beauty photography?

Or

- (b) Discuss the significance of environmental Portraits and how they differ from traditional studio portraits.

15. (a) Examine how various framing techniques, such as close-ups or wide shots, influence the viewers interpretation of a photograph.

Or

- (b) Analyze the impact of using image compositing techniques on the final composition and story telling in Photography.

Part C (5 × 8 = 40)

Answer **all** questions.

16. (a) List and briefly explain three main differences between Commercial Photography and Advertising Photography.

Or

- (b) Discuss why maintaining consistency in images in crucial for E-Commerce Photography. Provide examples to support your explanation.

17. (a) Design a lighting setup for a Corporate Portrait session in a dimly lit office, include the equipment you would use and where you would place it.

Or

- (b) Analyze the composition techniques utilized in Beauty Photography versus Fashion Photography. Provide specific examples to illustrate your comparison.

18. (a) Evaluate the effectiveness of using natural light compared to artificial light for indoor portrait Photography consider factors such as mood, consistency and ease of control in your assessment.

Or

- (b) Create a detailed concept for a high-fashion Photoshoot. Describe the theme, location wardrobe choices, makeup styles and any props you would incorporate.
19. (a) Why is the main objective of Beauty Photography and why is it important?

Or

- (b) Explains the responsibilities of an art director in High-Fashion Photography and how their role influenced the final outcome of the Photoshoot.
20. (a) Analyze a set of images and classify each one into its appropriate-genre, such as Portrait, Beauty or Fashion. Justify your classification for each image.

Or

- (b) Evaluate the impact of different framing techniques on viewer engagement and interpretation in Photography using specific examples.
-