



Register Number:

DATE:

ST. JOSEPH'S COLLEGE (AUTONOMOUS), BANGALORE-27
BA VISUAL COMMUNICATION – III SEMESTER
SEMESTER EXAMINATION: OCTOBER 2019
VC 3118: PHOTOGRAPHY II

Time – 2 ½ hrs

Max Marks - 70

This paper contains TWO printed pages and THREE parts

I. Explain any FIVE of the following topics in about 150 words. (5X5 = 25)

1. Light meter
2. Dynamic Range
3. Circle of confusion
4. High key lighting
5. RGB and sRGB
6. Compositing
7. Colour temperature

II. Answer any THREE of the following questions in about 300 words. (3X10=30)

8. Compare and contrast the lighting techniques used in Product Photography and Fashion Photography.
9. Closely examine the following photograph and write a critical appreciation of it. Your appreciation should take into account the following elements: composition, balance, perspective, light and content. Also draft a caption.



10. Discuss the importance of colours in digital photography? Give suitable examples and discuss how a polarizing filter is useful in colour photography.
11. "Shape helps convey the nature of a subject in a photograph; not just what it is, but what it is like". Argue.

III. Answer the following question (Compulsory).

(1X15=15)

12. You are asked to do a product shoot for an upcoming unisex perfume by a multinational company. Discuss a suitable lighting plan and explain how you will plan your shoot. Clearly mention what equipments, including the camera, lights, accessories, supporting elements and backdrops you will be using.

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