



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 ONE printed page and THREE parts

I. Explain any FIVE of the following topics in about 150 words each.

(5X5 = 25)

1. Characteristics of light
2. Chromatic aberrations
3. Saturation and Brightness
4. Composition and perspectives
5. Exposure compensation
6. White balance
7. Lighting Ratio

II. Answer any THREE of the following questions in about 300 words each.

(3X10=30)

8. Name the different types of lights used for indoor and outdoor lighting. Explain the different types of portrait lighting techniques used in indoor shootings.
9. Discuss the importance of colours in digital photography. Explain the RGB and CMYK colour models in photography.
10. "You don't take a photograph, you make it." — *Ansel Adams*. Discuss in detail with reference to product photography.
11. What is flash synchronization? Discuss the advantages and disadvantages of an electronic flash.

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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