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C 3299

B.E./B.Tech. DEGREE EXAMINATION, NOVEMBER/DECEMBER 2008.

Sixth Semester

Textile Technology (Fashion Technology)

FT 1001 — FASHION PHOTOGRAPHY

(Regulation 2004)

Time : Three hours

Maximum : 100 marks

Answer ALL questions.

PART A — (10 × 2 = 20 marks)

Write short notes on :

1. Large format cameras.
2. Parallax error.
3. Reversal film.
4. Focal plane shutter.
5. Flash synchronization speed.
6. Soft box.
7. Overexposure.
8. Test strip.
9. White balance.
10. RAW (File format).

PART B — (5 × 16 = 80 marks)

11. (a) Explain why a 35 mm SLR camera has become the standard tool for many professionals?

Or

- (b) What are the advantages of base board and monorail types of cameras?

12. (a) No control can be exerted over daylight when taking large scenes but control is possible where portraiture or close-up work is concerned. How?

Or

- (b) Explain the following basic principles of composition :
- (i) Rule-of-thirds.
 - (ii) Colour and shape.
 - (iii) Pattern.
 - (iv) Lines and Lead.

13. (a) By carefully positioning the studio lamps, you can reveal as much, or as little, as you choose of a model's body. Discuss the technique of modeling photography.

Or

- (b) How does good planning helps in choosing the right equipment for special occasions? Discuss.

14. (a) How can you improve the overall appearance of prints by the following methods? Explain

- (i) Dodging. (ii) Burning-in.

Or

- (b) Explain the process of making a colour test print which involves exposure time and colour of the exposing light.

15. (a) Medium format photography has revived itself with the advent of higher pixel cameras for fashion photography, Discuss the advantages of size and resolution.

Or

- (b) Technique of re-touching and cropping in digital, helps emphasizes the subject more than the photographs composition. Elucidate.
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