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T 3278

B.E./B.Tech. DEGREE EXAMINATION, APRIL/MAY 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)

Briefly write on the following :

1. Converging verticals.
2. Flash-slave.
3. Bellows.
4. Ground glass.
5. Double exposure.
6. Sheet films.
7. Vignetting.
8. Safe light.
9. Cropping images.
10. Composting.

PART B — (5 × 16 = 80 marks)

11. (a) If your objective is to make your model and your dress design omnipresent, what are the lighting conditions you will look into?

Or

- (b) Describe how your model would look if you use the following fashion portrait lighting setups.

(i) front lighting (ii) side-top lighting (iii) lighting from above (mostly not used) (iv) lighting from behind

12. (a) What are the limitations for beginners in using large format cameras? Discuss.

Or

- (b) Explain the camera working status in the following standard shoot modes :

(i) Auto or program (ii) Shutter priority (iii) Aperture priority (iv) Manual.

13. (a) Visualize an exhibition space where you will showcase all your fashion photographs, explain how will you plan and budget.

Or

- (b) What are the key requirements for a successful career (as photographer) in fashion photography?

14. (a) Explain how rebalancing colours in your visuals (in photograph) emphasize the "look" of your design.

Or

- (b) What are the benefits and disadvantages in using 100, 200, 800 ISO rated films for indoor handheld fashion photography techniques?

15. (a) Explain the process of using the following editing techniques in digital photography (Photoshop) :

(i) filter>noise>dust and scratches, (ii) tools>healing brush, (iii) tools>red-eye removal, (iv) dodge and burn-in tools.

Or

- (b) Explain why digital sensors (ccd,cmos) and analog films cannot cope with the same contrast as seen by an eye?