

B.TECH. DEGREE EXAMINATIONS: APRIL/MAY 2011

Sixth Semester

TEXTILE TECHNOLOGY (FASHION TECHNOLOGY)

U07FTE01: Fashion Photography

Time: Three Hours

Maximum Mark: 100

Answer ALL Questions:-

PART A (10 x 1 = 10 Marks)

1. A semi-automatic moving mirror system that permits the photographer to see exactly what will be captured by the film or digital imaging system.
a) Digital camera b) Single-lens reflex camera c) Movie camera d) Pinhole camera
2. Reduces blush tones in outdoor shots and keeps skin tones natural and free of reflection from nearby objects and also serves as a permanent lens protector.
a) UV Filters b) Sky Filters Clear c) Protector Filters d) Polarizing Filters
3. _____ is a device used in photography producing a flash of artificial light (typically 1/1000 to 1/200 of a second) at a color temperature of about 5500 K to help illuminate a scene.
a) Filters b) Lens c) Films d) Flash
4. _____ denotes the exposure time and the effective length of time a camera's shutter is open.
a) Flash b) Shutter Speed c) Film exposure d) Lens
5. The worst type of natural light for portraiture is _____.
a) Twilight b) Direct sunlight c) Evening Light d) Artificial light
6. _____ is often used to create a silhouette effect by placing a light source behind the subject.
a) Front Lighting b) Side Lighting c) Back Lighting d) Diffuse Lighting
7. A fashion photographer's most important tool is his/her _____.
a) Equipment b) portfolio c) Lighting d) Creativity
8. _____ is a particular form of journalism that involves collecting, editing, and presenting of news material for publication or broadcast that creates images in order to tell a news story.
a) Photojournalism b) Fashion Photography
c) Modelling Photography d) Advertising photography

9. _____ allows you to print pictures which look like the traditional film photo papers but without the shine and gloss surface.
- a) Matte photo paper b) Glossy photo paper
c) Standard gloss paper d) High gloss photo paper
10. _____ refers to the process of capturing moving images on electronic media
- a) Cinematography b) Fashion photography c) Photojournalism d) Videography

PART B (10 x 2 = 20 Marks)

11. List the types of camera.
12. What are lens filters in a camera?
13. Enumerate the basic techniques involved in photography.
14. Explain the indoor Photography lighting technique.
15. Discuss the types of lighting.
16. Discuss about the flash lights..
17. What are the fields where photography is used?
18. What is fashion photography?
19. What is meant by image mixing?
20. Explain video photography.

PART C (5 x 14 = 70 Marks)

21. a) Write an elaborate note on Digital camera.
- (OR)**
- b) Explain the lighting accessories used in photography.
22. (a) Describe briefly the equipment techniques used in photography.
- (OR)**
- (b) Discuss in detail about the lens photography.
23. (a) Explain the concept of lighting in photography.
- (OR)**
- (b) Describe the types of films used for photography.
24. (a) How is photography used for modelling field? Explain briefly.
- (OR)**
- (b) Explain in detail about the various photography techniques used in news papers.
25. (a) Explain in detail about Videography with suitable illustrations.
- (OR)**
- (b) Explain the steps involved in the printing of photos.
