

**A 1247**

B.E./B.Tech. DEGREE EXAMINATION, MAY/JUNE 2007.

Eighth Semester

Fashion Technology

FA 001 — FASHION PHOTOGRAPHY

Time : Three hours

Maximum : 100 marks

Answer ALL questions.

PART A — (10 × 2 = 20 marks)

1. What is shutter speed' setting on the still camera?
2. What is meant by Single Lens Reflex (SLR) camera?
3. How is a 'silhouette' image created in photography?
4. What is 'nose room' in frame composition?
5. Define the utility of 'light meter' in modeling photography.
6. In what way would 'continuous exposure' mode be useful to a photographer?
7. Identify the use of the 'fixer' solution in the developing and printing of photographs.
8. List out the types of photographic films used in still photography.
9. List two distinctions between the 'fire-wire' and 'USB' ports in the computer in relationship with downloading of video files.
10. Name all the software popularly applied in still photography for image enhancement or correction.

PART B — (5 × 16 = 80 marks)

11. (a) Explain the various types of lighting applied in indoor photography. (16)

Or

- (b) (i) Enumerate the need to control the colour temperature for fashion photography in the studio setting. (8)
- (ii) Explain the use of photography accessories for controlling lighting in the indoor setting. (8)

12. (a) Enumerate the features and uses of the different types of still cameras in use.

Or

- (b) Analyse the pros and cons of the contemporary lenses available in modern photography.

13. (a) Examine the fundamental principles of photography with appropriate illustrations.

Or

- (b) Filters complement the aesthetics of creating special effects in photography. Detail.

14. (a) Examine 'compositions' and 'perspectives' as vital elements in fashion photography.

Or

- (b) Explain the darkroom process of developing and printing black and white photographs.

15. (a) Examine the features of digital and film cameras in terms of :

- (i) Resolution
- (ii) Lens flexibility
- (iii) Print enlargements
- (iv) Colour treatment.

Or

- (b) Write notes on the following :

- (i) Depth of field
- (ii) Aperture
- (iii) Rule of the third
- (iv) Frames per second.