

Reg. No. :

R 3360

B.E./B.Tech. DEGREE EXAMINATION, NOVEMBER/DECEMBER 2007.

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)

1. Aperture preview.
2. Golden mean.
3. Bounce flash.
4. Cable release.
5. Bracketing.
6. Movement blur (outdoor).
7. Exposure compensation dial.
8. Aliasing.
9. Clone stamp or rubber stamp.
10. Complementary colours.

PART B — (5 × 16 = 80 marks)

11. (a) How does film record its images? Describe in detail.

Or

(b) What are the principal qualities of light? Discuss.

12. (a) Explain the advantages and handicaps of focal plane shutter and a leaf shutter.

Or

- (b) What is depth of field and what affects it? Explain in detail.
13. (a) "A close viewpoint gives the steepest perspective, while distant viewpoint gives flattening perspective" – discuss focal length and controlling perspective in fashion photography.

Or

- (b) What should you look for in model and background (backdrop) relationship? Discuss.
14. (a) What are the elements that can be controlled during printing? Explain.

Or

- (b) When are "C-41 and E-6" processes are used? Discuss.
15. (a) Compare a conventional film image and a digital image.

Or

- (b) List out the advantages and versatility of the following image file formats :
- (i) TIFF
 - (ii) PHOTOSHOP
 - (iii) GIF
 - (iv) PNG
 - (v) JPEG
 - (vi) PICT
 - (vii) BMP
 - (viii) EPS.