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B 1299

B.E./B.Tech. DEGREE EXAMINATION, MAY/JUNE 2006.

Eighth Semester

Fashion Technology

FA 001 — FASHION PHOTOGRAPHY

Time : Three hours

Maximum : 100 marks

Answer ALL questions.

PART A — (10 × 2 = 20 marks)

Write short notes :

1. Pentaprism.
2. Medium format camera.
3. ISO 100/21°.
4. Camera shake.
5. Dedicated flash.
6. Sun behind the subject.
7. Bracketing.
8. C 41.
9. Film scanner.
10. jpeg.

PART B — (5 × 16 = 80 marks)

11. Explain how the following techniques help in obtaining natural looking fashion portrait :
 - (i) Flash off the camera.
 - (ii) Bouncing flash.
 - (iii) Overcast skylight.
 - (iv) Clear blue sky as background.

12. (a) With a neat diagram explain any one format of film camera, identify its major elements and notes on its functions.

Or

- (b) Draw sketches of any four aspect ratios of negative films, and explain the disadvantages of smaller format.

13. (a) Describe how size and appearance of an image vary based on lenses of different focal lengths.

Or

- (b) Explain how telephoto lenses contribute to pleasing fashion photographs.

14. (a) Describe the equipment used to develop colour materials in a home dark room.

Or

- (b) What happens during colour negative processing, and why is a test print made?

15. (a) What is digital imaging? Explain the stages in detail from pixels to high-tech printing machines.

Or

- (b) "One of the benefits of digital imaging is its ability in creating montage as you like". Elucidate.
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