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Name.....

Reg. No.....

**FIRST SEMESTER (CUFYUGP) DEGREE EXAMINATION
NOVEMBER 2024**

Journalism and Mass Communication

JOU 1FM 105—THE ART OF PHOTOGRAPHY

(2024 Admission onwards)

Time : One Hour and a Half

Maximum : 50 Marks

Section A*All questions can be answered.**Each question carries 2 marks.**Ceiling 16 marks.*

1. What is a candid portrait ?
2. What were the key contributions of George Eastman to the development of photography ?
3. What is high key lighting ?
4. What is neutral density (ND) filters, and when should they be used ?
5. What is ambient light ?
6. How has the rise of smartphones influenced the digital revolution in photography ?
7. How does aperture affect the depth of field in a photograph ?
8. Why is the golden hour a popular time for photography ?
9. How does the histogram help you assess the exposure of a photograph ?
10. What are the benefits of HDR photography ?

Section B*All questions can be answered.**Each question carries 6 marks.**Ceiling 24 marks.*

11. Analyze the advantages and disadvantages of DSLR cameras compared to other types of cameras
12. Analyze the different exposure modes available on digital cameras, such as manual, aperture priority, shutter priority, and program mode.

Turn over

13. Compare the advantages and disadvantages of studio photography versus outdoor photography.
14. Discuss the distinctions between high-key and low-key lighting.
15. Examine the ethical considerations involved in the use of photography, such as privacy and representation.

Section C

*Answer any **one** question.*

The question carries 10 marks.

16. How does composition contribute to the visual appeal and impact of a photograph? Discuss techniques like the rule of thirds, leading lines, and negative space.
17. Analyze the differences between prime and zoom lenses, and explain the functions of various specialty lenses used in photography.

(1 × 10 = 10 marks)