PRESIDENCY UNIVERSITY
BENGALURU

SCHOOL OF DESIGN
END TERM EXAMINATION - JUN 2023

Semester : Semester IV - 2021
Course Code : DES2066
Course Name : Sem IV - DES2066 - Photography and Videography
Program : BDG

Date : 12-JUN-2023
Time : 1.00PM - 4.00PM
Max Marks : 100
Weightage : 50%

Instructions:
(i) Read all questions carefully and answer accordingly.
(ii) Question paper consists of 3 parts.
(iii) Scientific and non-programmable calculator are permitted.
(iv) Do not write any information on the question paper other than Roll Number.

PART A

ANSWER ALL THE QUESTIONS   (2 X 5 = 10M)

1. What is the difference between optical zoom and digital zoom in videography? Explain their respective advantages and disadvantages.

    (CO1,CO2,CO5,CO4,CO3) [Knowledge]

2. What is the role of white balance in photography and videography? How can it be adjusted to achieve accurate color representation?

    (CO1,CO2,CO4,CO5,CO3) [Knowledge]

PART B

ANSWER ALL THE QUESTIONS   (2 X 15 = 30M)

3. Discuss the different types of lenses used in photography and videography, highlighting their unique characteristics and applications. Take 10 different photos with minimum using 3 different lenses.

    (CO2,CO1,CO3,CO4,CO5) [Comprehension]

4. Discuss the exposure triangle in photography and videography and its impact on the final image or video. Provide 10 examples to support your explanation.

    (CO2,CO5,CO4,CO3,CO1) [Comprehension]

PART C

ANSWER ALL THE QUESTIONS   (1 X 60 = 60M)

5. Present the given topic and defend the jury clarification.

    (CO4,CO5,CO1,CO2,CO3) [Application]