

ST. JOSEPH'S COLLEGE (AUTONOMOUS), BANGALORE-27
MID-SEMESTER EXAMINATION: AUGUST 2019
BA (VISUAL COMMUNICATION) – III SEMESTER
VC 3118: PHOTOGRAPHY II

Time – 1 hour

Max Marks-30

This paper contains one printed page and two parts

- I. Answer any THREE of the following questions. (3 X 5 =15)
1. Explain the advantages of artificial light over natural light.
 2. What is reflectance? How does it affect photography?
 3. How can I use the idea of *Fall-off* in studio photography?
 4. Explain 3-point lighting.
- II. Answer any ONE of the following questions. (1 X 15)
5. Explain in detail the importance of contrast and how to control contrast in photography.
 6. List out the different things to keep in mind while taking portraits in the studio.