



Library  
Brainware University  
398, Ramkrishnapur Road, Barasat  
Kolkata, West Bengal-700125

## BRAINWARE UNIVERSITY

Term End Examination 2024-2025

Programme – M.Sc.(AM)-2020/M.Sc.(AM)-2024

Course Name – Digital Image Making

Course Code - MMM102

( Semester I )

Full Marks : 60

Time : 2:30 Hours

[The figure in the margin indicates full marks. Candidates are required to give their answers in their own words as far as practicable.]

### Group-A

(Multiple Choice Type Question)

1 x 15=15

1. Choose the correct alternative from the following :

(i) Choose the correct definition of aperture priority mode.

- |                                     |                                                       |
|-------------------------------------|-------------------------------------------------------|
| a) Camera adjusts ISO automatically | b) Camera adjusts shutter speed and ISO automatically |
| c) Camera adjusts aperture          | d) Camera sets all parameters                         |

(ii) Identify the mode where the photographer controls the aperture and the camera selects the shutter speed.

- |                           |                          |
|---------------------------|--------------------------|
| a) Manual (M)             | b) Shutter Priority (TV) |
| c) Aperture Priority (AV) | d) Program Mode          |

(iii) Select the characteristic of Spot Metering.

- |                                     |                                        |
|-------------------------------------|----------------------------------------|
| a) Measures light from entire frame | b) Measures light from the center      |
| c) Measures light from a small area | d) Measures light from multiple points |

(iv) Recognize the effect of using a small aperture (high f-number).

- |                             |                             |
|-----------------------------|-----------------------------|
| a) Increases light exposure | b) Decreases depth of field |
| c) Increases depth of field | d) Reduces grain            |

(v) Identify the component that changes the size of the light entering the camera.

- |                  |                    |
|------------------|--------------------|
| a) Shutter Speed | b) ISO             |
| c) Aperture      | d) Metering System |

(vi) Point out the mode suitable for shooting in varying light conditions.

- |                           |                 |
|---------------------------|-----------------|
| a) Shutter Priority (TV)  | b) Manual (M)   |
| c) Aperture Priority (AV) | d) Program Mode |

(vii) Choose the right option given for a polarizing filter and a neutral density (ND) filter.

- |                                                                       |                                                                        |
|-----------------------------------------------------------------------|------------------------------------------------------------------------|
| a) ND Filter reduces reflections; Polarizing Filter controls exposure | b) ND Filter controls exposure; Polarizing Filter reduces reflections  |
| c) ND Filter enhances colors; Polarizing Filter reduces glare         | d) ND Filter corrects color temperature; Polarizing Filter adds warmth |

- (viii) Select the function of a reflector in a lighting setup.
- a) Add a light source
  - b) Change the light color
  - c) Bounce light onto the subject
  - d) Diffuse the light
- (ix) Choose the best method to ensure color accuracy in product photography.
- a) Use of RAW format
  - b) Using a polarizer filter
  - c) Increasing saturation in post-production
  - d) Adjusting contrast settings
- (x) Select the best camera setting to avoid color distortion.
- a) Auto white balance
  - b) Manual white balance
  - c) High ISO
  - d) Low aperture
- (xi) Identify the software tool that helps in color correction in photography.
- a) Adobe Lightroom
  - b) Microsoft Paint
  - c) Notepad
  - d) Blender
- (xii) Name the lighting style that creates a dramatic effect in fashion photography.
- a) Butterfly lighting
  - b) Rembrandt lighting
  - c) High-key lighting
  - d) Split lighting
- (xiii) Choose the key tool for high-end retouching in fashion photography.
- a) Healing Brush
  - b) Magic Wand
  - c) Gradient Tool
  - d) Clone Stamp
- (xiv) Identify the purpose of using a reflector in fashion photography.
- a) To increase shadows
  - b) To soften harsh shadows
  - c) To create new shadows
  - d) To change background color
- (xv) Identify the lighting setup most commonly used in fashion photography studios.
- a) Single light
  - b) Three-point lighting
  - c) Overhead lighting
  - d) Side lighting

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#### Group-B

(Short Answer Type Questions)

3 x 5=15

2. Explain the importance of dramatic lighting in fashion shoots. (3)
3. Discuss the impact of 'aperture' on the depth of field in a photograph. (3)
4. Define Focal length. (3)
5. Describe the term ND, VND, GND filters. (3)
6. Summarize the role of ISO in low-light photography. (3)

**OR**

Summarize the role of Drive Modes in capturing a sequence of images. (3)

#### Group-C

(Long Answer Type Questions)

5 x 6=30

7. Analyze the significance of post-production editing in fashion photography and how it contributes to the final look of the images. (5)
8. Describe flash trigger and the use of flash trigger, diffuser, reflector in a outdoor photoshoot. (5)
9. Define different metering mode and its uses in different genre of photography. (5)
10. Construct an argument for the use of wide-angle lenses in landscape photography. (5)
11. Explain the purpose and effect of using Drive Modes (Single Shot, Continuous) in different photographic scenarios. (5)
12. Analyze the key advantages of digital photography in modern media. (5)

**OR**

Analyze the effects of white balance settings on color accuracy in digital photographs and how adjusting white balance can enhance image quality. (5)