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BRAINWARE UNIVERSITY

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

Term End Examination 2025-2026
Programme – M.Sc.(AM)-2025
Course Name – Digital Image Making
Course Code - MMM17403 (T)
(Semester I)

Full Marks : 40 **Time : 2:0 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 10=10

1. *Choose the correct alternative from the following :*

(i) Identify the image format that retains maximum detail

a) JPEG b) TIFF
c) RAW d) PNG

(ii) Choose the correct metering mode for center-weighted exposure

a) Spot b) Matrix
c) Center-Weighted d) Flash

(iii) Identify the correct situation where an ND filter is preferred.

a) Shooting in low light b) Shooting in rain
c) Shooting bright scenes at wide aperture d) Indoor product shoot

(iv) Identify the correct image selection criteria for portfolio.

a) Random selection b) Include all shoots
c) Curate based on brand tone and quality d) Select by model demand

(v) Identify the suitability of flat lighting for beauty portraits.

a) Adds shadow drama b) Highlights one side only
c) Minimizes texture with soft look d) Emphasizes contrast

(vi) Recognize the primary use of CPL filter in outdoor shooting

a) Enhance exposure b) Remove glare and reflection
c) Add saturation d) Reduce ISO

(vii) Identify high-contrast lighting setup in fashion

a) Use only softboxes b) Add backlight with front fill
c) Combine strong key with minimal fill d) Light subject from above

(viii) Recognize the correct filter to shoot long exposures in daylight

a) UV b) ND
c) CPL d) Warming

(ix) Identify studio lighting using butterfly pattern

a) Soft light from side
b) Hard flash from below
c) Key light directly above subject
d) Dual light setup

(x) Select the best lens for environmental fashion portraits

a) Macro lens
b) 85mm f/1.2
c) Wide-angle 35mm
d) Telephoto 200mm

Group-B

(Short Answer Type Questions) 3 x 5=15

2. Define the term 'Exposure Triangle' in digital photography (3)
3. Define the concept of focal length in relation to lens perspective (3)
4. Evaluate the role of low-key lighting in dramatic editorial portraits (3)
5. Define the concept of lighting ratio in studio photography (3)
6. Evaluate the importance of using gray cards for custom white balance (3)

OR

Evaluate the benefits of using a dedicated flash over built-in camera flash (3)

Group-C

(Long Answer Type Questions) 5 x 3=15

7. Evaluate the ethical considerations in digital manipulation of images in photography (5)
8. Explain the creative and technical process of building a photo series or visual narrative (5)
9. Analyze the creative use of silhouettes in photography to enhance mood and shape (5)

OR

Analyze the aesthetic impact of reflections and shadows in visual storytelling (5)

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