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| **University of Kerala** | | |
| Discipline: Journalism and Mass Communication |  | Time: 1 Hour 30 Minutes (90 Mins.) |
| Course Code: UK1MDCJMC100 |  | Total Marks: 42 |
| Course Title: INTRODUCTION TO PHOTOGRAPHY |  |  |
| Type of Course: MDC |  |  |
| Semester: 1 |  |  |
| Academic Level: 100-199 |  |  |
| Total Credit: 3, Theory: 3 Credit, Practical: 0 Credit |  |  |

Part A. 6 Marks. Time: 6 Minutes

Objective Type. 1 Mark Each. Answer All Questions

(Cognitive Level: Remember/Understand)

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| **Qn.**  **No.** | **Question** | **Cognitive**  **Level** | **Course**  **Outcome (CO)** |
|  | What is Soft Box? | Remember | CO-2 |
|  | Define depth of field | Remember | CO-2 |
|  | Which is the primary medium used in analog photography? | Understand | CO-1 |
|  | What does "SLR" stand for in photography? | Understand | CO-1 |
|  | Who founded Kodak? | Understand | CO-1 |
|  | Who developed the calotype process? | Understand | CO-1 |

Part B. 8 Marks. Time: 24 Minutes

Short Answer. 2 Marks Each. Answer All Questions

(Cognitive Level: Understand/Apply)

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| **Qn.**  **No.** | **Question** | **Cognitive**  **Level** | **Course**  **Outcome (CO)** |
|  | Explain the contributions of Louis Daguerre to the invention of photography. | Understand | CO-1 |
|  | Describe how wet plate photography differs from dry plate photography. | Understand | CO-1 |
|  | Explain the principle of leading lines in photography and how they enhance composition. | Apply | CO-3 |
|  | Which type of lens do you prefer to use for landscape photography? | Apply | CO-2 |

Part C. 28 Marks. Time: 60 Minutes

Long Answer. 7 marks each. Answer all 4 Questions, choosing among options within each question.

(Cognitive Level: Apply/Analyse/Evaluate/Create)

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| **Qn.**  **No.** | | **Question** | **Cognitive**  **Level** | **Course**  **Outcome (CO)** |
|  | a. | Describe how to use aperture settings to create a shallow depth of field in portrait photography.  OR | Apply | CO-2 |
| b. | How can you use the shutter speed to capture motion in sports photography? | CO-2 |
|  | a. | Analyze the advantages and disadvantages of various digital image formats regarding quality, file size, and compatibility across platforms.  OR | Analyze | CO-3 |
| b. | Analyse the role of post-processing tools in enhancing digital images, focusing on the impact of cropping, colour correction, and exposure adjustments. | CO-3 |
|  | a. | Evaluate the significance of the rule of thirds in creating visually appealing photographs.  OR | Evaluate |  |
| b. | Evaluate how each light in a three-point lighting setup contributes to creating a pleasing photograph. | CO-3 |
|  | a. | Prepare the plan for a fashion photography shoot. Describe the lenses, lighting techniques, and props you will use.  OR | Create | CO-4 |
| b. | Draft a plan for a street photography project that captures candid moments. Include details about the compositional rules you will follow, the camera settings you will use, and the lenses that will best suit your approach. | CO-4 |