

(6 Pages)

Reg. No. :

Code No. : 10544 E Sub. Code : CAVC 21

B.Sc. (CBCS) DEGREE EXAMINATION, APRIL 2023.

Second Semester

Visual Communication — Allied

VISUAL AESTHETICS

(For those who joined in July 2021 onwards)

Time : Three hours

Maximum : 75 marks

PART A — (10 × 1 = 10 marks)

Answer ALL questions.

Choose the correct answer :

1. Many ultra wide-angle or very short focal length lenses are known as _____
(a) Fish-eye lenses (b) Wide-eye lenses
(c) Shallow lenses (d) A-class lenses
2. To correct the color balance _____ is used over the light source.
(a) white paper (b) color gel
(c) color water (d) none

3. The rim light is also called _____
(a) back light (b) fill light
(c) key light (d) focus light
4. The object used to fix the camera is _____
(a) Stand (b) Mount
(c) Tripod (d) Legs
5. _____ is the accessory used in lighting for softbox.
(a) Film (b) Bulb
(c) Stand (d) Kicker
6. Lens hood is fitted around _____
(a) the back of the lens (b) the side of the lens
(c) the front of the lens (d) the top of the lens
7. What is HD camera?
(a) High device (b) High definition
(c) Huge device (d) High density

8. The Arri group was founded in ———
- (a) 1910 (b) 1912
(c) 1917 (d) 1916
9. Expand the term CCU
- (a) Charge Coupled Unit
(b) Charged Camera Unit
(c) Camera Control Unit
(d) Camera Charged Unit
10. ——— lens have stabilizers that absorb little shakes while operating the camera.
- (a) Wide (b) Auto focus
(c) ENG/EFP (d) Field lens

PART B — (5 × 5 = 25 marks)

Answer ALL questions, choosing either (a) or (b).
Each answer should not exceed 250 words.

11. (a) Explain single - lens reflex (SLR) cameras.
- Or
- (b) What is an aperture and how is it measured?

12. (a) Explain focal length according to photography.
- Or
- (b) Discuss the importance of character shot.
13. (a) Why is the placement of camera very important in taking a shot, explain?
- Or
- (b) Elaborate the importance of 30 degree rule in cinematography.
14. (a) Explain white balance and its use.
- Or
- (b) Differentiate JPG and RAW photography.
15. (a) How light is used in photography, explain.
- Or
- (b) Write a short note on :
- (i) Light meter
(ii) Color temperature
(iii) Light intensity.

PART C — (5 × 8 = 40 marks)

Answer ALL questions, choosing either (a) or (b).
Each answer should not exceed 600 words.

16. (a) Differentiate about analog and digital cameras in detail.

Or

- (b) Explain the various parts of video camera.

17. (a) Elaborate why camera position is important in composition.

Or

- (b) Describe the various shot categories.

18. (a) Write in detail about various visual components.

Or

- (b) Detail the illusion of depth with illustrations.

19. (a) Write in detail about different kinds filters and their uses.

Or

- (b) What are the different types of camera angles explain?

20. (a) What are the various kinds of lighting, detail?

Or

- (b) What is the role of photographer in the field of journalism?