

(6 pages)

Reg. No. : .....

Code No. : 20605 E Sub. Code : CAVC 21

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

Second Semester

Visual Communication

Allied – VISUAL AESTHETICS

(For those who joined in July 2021-2022 onwards)

Time : Three hours

Maximum : 75 marks

PART A — (10 × 1 = 10 marks)

Answer ALL questions.

Choose the correct answer :

1. Expand the term AWB?
  - (a) Aligning White Balance
  - (b) Adjusting White Balance
  - (c) Auto White Balance
  - (d) Auto Weight Balance
  
7. "Depth of field" refers to \_\_\_\_\_
  - (a) the thickness of the film
  - (b) the distance from the rear nodal point of the lens and the film plane
  - (c) landscape photographs made with a wide angle lens
  - (d) the areas behind and in front of the point of focus that are also acceptably sharp
  
8. What is the designated space to balance the frame called?
  - (a) Screen space
  - (b) Rule of Thirds
  - (c) Internal/External Reverses
  - (d) POV
  
9. Which shot denotes power?
  - (a) Low angle
  - (b) High angle
  - (c) Canted View
  - (d) Long shot
  
10. Film is commonly sensitive to \_\_\_\_\_
  - (a) incandescent bulb
  - (b) fluorescent lamp
  - (c) day light
  - (d) none

Page 3 Code No. : 20605 E

2. Horror films and thrillers often use \_\_\_\_\_ shots to suggest a menacing and unseen presence in the scene.
  - (a) point of view
  - (b) following
  - (c) long
  - (d) panning
  
3. Expand the term CCD.
  - (a) Charged Camera Device
  - (b) Camera Control Device
  - (c) Camera Charged Device
  - (d) Charge Coupled Device
  
4. The \_\_\_\_\_ device is used to produce artificial light.
  - (a) Lens
  - (b) Focus
  - (c) Flash
  - (d) None
  
5. The \_\_\_\_\_ is used to control the light time in camera
  - (a) ISO
  - (b) Flash
  - (c) Shutter
  - (d) Gain
  
6. The term ISO refers in the photography is \_\_\_\_\_
  - (a) quality of the film
  - (b) cost of the film
  - (c) brand of the film
  - (d) speed of the film

Page 2 Code No. : 20605 E

PART B — (5 × 5 = 25 marks)

Answer ALL questions, choosing (a) or (b)

Each answer should not exceed 250 words

11. (a) Explain Twin-Lens Reflex (TLR) Cameras.  

Or

(b) What are the components of DSLR Cameras?
  
12. (a) Brief the importance of framing.  

Or

(b) Write a short note on  
(i) Objective (ii) Subjective and (iii) POV
  
13. (a) Summarise the term walking room in photography.  

Or

(b) Explain the importance of staging.
  
14. (a) Write about the role of filters in photography.  

Or

(b) Elaborate the importance of continuity and cutting cinematography.

Page 4 Code No. : 20605 E

[P.T.O.]

15. (a) Explain about the different levels of exposure.

Or

(b) Demonstrate how ambient gives life to photographs?

PART B — (5 × 8 = 40 marks)

Answer ALL questions, choosing (a) or (b)

Each answer should not exceed 600 words

16. (a) What are the different types of Film Cameras?

Or

(b) Detail the structure of a studio setup.

17. (a) Describe various kinds of camera shots.

Or

(b) Explain various kinds of character shots in detail.

18. (a) Elucidate the elements of composition.

Or

(b) Detail 180° rule with examples.

Page 5 Code No. : 20605 E

19. (a) Elaborate various kinds of lenses.

Or

(b) Discuss about the role of camera in telling a story.

20. (a) Detail the elements of lighting.

Or

(b) Describe the various features of lighting.

Page 6 Code No. : 20605 E

