



TECHNICAL UNIVERSITY OF MOMBASA

Faculty of Business & Social Studies

DEPARTMENT OF MEDIA & GRAPHIC DESIGN

DIPLOMA IN MASS COMMUNICATION

(DMP/R 1)

BMC 2108: PHOTOGRAPHY

SPECIAL/SUPPLEMENTARY EXAMINATIONS

SERIES: JULY 2014

TIME: 2 HOURS

INSTRUCTIONS:

- This paper consists of **TWO** Sections **A** & **B**.
- Section **A** is **Compulsory**.

– Answer any other **TWO** questions in Section **B**.

This paper consists of Two printed pages.

SECTION A (Compulsory)

QUESTION 1

- a) Explain the meaning of the following photographic terms:
- i) Exposure (4 marks)
 - ii) Focus (4 marks)
 - iii) Fish eye (4 marks)
 - iv) Hood (4 marks)
 - v) Macro lens (4 marks)
- b) State the importance of the following photographic accessories:
- i) Strap (2 marks)
 - ii) Lens cover (2 marks)
 - iii) Tripod stand (2 marks)
 - iv) Camera pouch (2 marks)
 - v) Blue filter (2 marks)

SECTION B (Answer any TWO questions)

QUESTION 2

- a) Explain the importance of a storyboard in photography. (10 marks)
- b) Define pre-production in photography. (10 marks)

QUESTION 3

- a) State **TWO** reasons for disappointing results in photography. (8 marks)
- b) Mention any **FOUR** factors that can add value to your photographic production. (8 marks)
- c) Define “depth of field” and explain its effects. (2 marks)

QUESTION 4

- a) Outline the major stages of a production to a photographer before taking work to a client. (6 marks)
- b) In question (4 a) above select and describe one stage mentioned. (6 marks)
- c) As a photographer producer select **FOUR** suitable shots for an assignment and justify your choice. (8 marks)