



TECHNICAL UNIVERSITY OF MOMBASA

School of Humanities and Social Sciences

Department of Communication Studies

UNIVERSITY EXAMINATION FOR:
DIPLOMA IN MASS COMMUNICATION
PUBLIC RELATIONS
HMC 2103 PHOTOGRAPHY
END OF SEMESTER EXAMINATION

SERIES: DECEMBER 2024

TIME: 2 HOURS

DATE: Pick Date Dec 2024

Instructions to Candidates

You should have the following for this examination

-Answer Booklet, examination pass and student ID

This paper consists of four questions. Attempt question ONE (Compulsory) and any other TWO questions.

QUESTION ONE

Define the following camera controls and explain their uses.

- (i) Viewfinder.(3 marks)
- (ii) Shutter speed Dial.((3 marks)
- (iii) Shutter speed release.(3 marks)
- (iv) Casing and viewfinder.(3 marks)
- (v) Lens Release.(3 marks)
- (vi) Prism.(3 marks)
- (vii) Aperture and shutter dial(3 marks)
- (viii) F-Stop ring and ASA dial.(3 marks)

- (ix) Len and mirror.(3 marks)
- (x) The lens.(3 marks)

QUESTION TWO

- (a) Define photojournalism.(2 marks)
- (b) Explain the role that photojournalism in the society.(18 marks)

QUESTION THREE

- a) Depth of field. (2 marks)
- b) Explain the THREE factors affecting depth of field..(20 marks)

QUESTION FOUR

Discuss the relevance of Commercial Photography in the digital era. (20 marks)

QUESTION FIVE.

Illustrate and explain the exposure triangle. (20 marks)

MARKING SCHEME PAPER 1 HMC 2103 PHOTOGRAPHY

A camera is essentially a light-tight box with a hole in it. Everything else is an elaboration. Here we'll look in general how the box is arranged and where the elaborations usually are, for the 35mm SLR.

Question one

The body

The body is the box, to which everything else is attached. Can be made from metal, plastic, space-age composite, wood, cardboard, or just about anything opaque.

Viewfinder'The viewfinder is what you look through to compose the picture. Most often integral to the body, pro cameras have viewfinders that can be switched.

Shutter release;Usually located on the right front as you hold the camera), the shutter release is the button you push to, hey, release the shutter. The button may be threaded to accept a cable release, which you attach as an extension, and use when you want to eliminate

Shutter speed dial'Usually located on the right front as you hold the camera), closer to the viewfinder. Many newer, electronic cameras don't have this dial, and you set the shutter speed using buttons or different dial, usually located near the release on the body.

Lens release;A button or lever which unlocks the lens for removal, the lens release is one of the few controls on the front of the camera which hasn't been replaced by a selection in an LED menu. Work the release and twist the lens to remove, with bayonet-mount lenses. .

Casing and Viewfinder: The camera casing is the solid outer shell that provides protection for the inner parts. The casing also helps keep light out of the camera, preventing light from exposing the film.

Lens and Mirror: The lens allows light to enter the camera and focuses the light on the film. It also allows light to reflect off the mirror, allowing the operator to see the image to be photographed in the viewfinder. An image that is not focused in the viewfinder will appear blurry when printed.

Prism: The prism refracts light, allowing the operator to see the image in the viewfinder when the shutter is closed.

Aperture and Shutter Speed Dial: The opening in the lens that controls the amount of light allowed into the camera and the length of time the film is exposed to light is called the aperture. .

F-Stop Ring and ASA Dial: The F-Stop ring has settings from 2 to 22, with 2 being the largest and 22 the smallest. These settings are for the size of the aperture opening when the picture is taken; the smaller the setting, the less light is allowed into the camera to expose the film. T

Q2 Role of Photojournalism

The **PHOTOJOURNALISM** is a particular form of journalism the collecting, editing, and presenting of news material first type is where an image is used to illustrate a story. Many feature journalists work closely with photographers and commission them to produce images that will be published with their articles. There is no limit to how many images used. This is usually the photo editor decision.

The second is where an image is used to tell a story without any words. One single image may be used or as many as ten images are often used in magazines. If you can write - do so; it will be an advantage when you submit some images

The best way to gain experience in photojournalism is to do it. Classroom study, photo books, even making pictures cannot completely prepare one for the feeling that comes when you accept a photographic assignment for money. There is a tremendous sense of responsibility when someone is willing to put cash on your ability to deliver a professional looking photograph. It can be almost devastating if the first assignment is one that cannot easily be re-shot or if something should go wrong. But the feeling of achievement is equally great when you are able to deliver a good print. Many beginning photojournalists aspire to start at the top by submitting pictures to the national magazines. If you can sell your work to them, fine as starting at the top saves time. But in photography, as in any other business, most people find easier to start at the bottom and advance as they gain experience. The main danger in attempting to sell to the national magazines at the start is that you may become discouraged and quit without ever really discovering whether or not you are suited to a career in photojournalism.

Instead of trying to compete with the world's top photographers for space in the big magazines, you will profit more by turning your attention to your local newspaper. These local publications offer the serious beginner a chance to try his luck in photojournalism without leaving his home areas. The photographer on a local newspaper is required to shoot every sort of picture imaginable from news and sports to fashion and architecture.

There are many qualities that go into the making of a successful photographer. Most virtues such as determination, imagination and perseverance are the key to success. Anyone who seriously has these qualities and vision can be competent and excel in the field of photojournalism. The minute a photojournalist sees his subject, he knows from past experience what exposure, shutter speed, and type of lighting he should use.

One of the most important qualities of a photojournalist is his ability to react quickly when he comes along a scene that may be news worthy.

List items, which may be news worthy, are Impact pictures, Pictures of the Environment People, New buildings.

If you are serious about photojournalism build a collection of images from your area. Many of these pictures will not be immediate news worthy but may be news worthy down the road. Take pictures of all the factories and buildings in the area. Someday a factory may close and you may not be able to get to the scene. Also have plenty pictures of local businessmen and politicians.

Some photojournalists are lucky enough to get assignments from newspapers or magazines, most have to follow or find the news to make a living. For those showing still photographs accurate, correctly spelled caption information is still considered a must. This may go away as more projects are shown in a multimedia environment. However for the foreseeable future hiring editors want clear, clean, communicative captions that are spell checked and grammar checked. The world of digital photography has made the work of the photojournalist a lot easier. Being able to view, scan and e-mail images to a publisher instantly is a massive advantage.

The work of a photojournalist can be extremely harsh - taken pictures in all kinds of extreme conditions and in very dangerous situations. Many photojournalists die each year in war zones and at different natural disasters around the world. We live in a world, where today's news is forgotten tomorrow and the need to get the images quickly to the publisher is so important. If you have images that are news worthy don't delay sending them to a news agency or publisher. They won't

stay in the news very long.

Q3. Advantages over analogue

Why precisely are digital cameras so popular today? Is there some sort of rocket science involved, which makes digital cameras superior over roll film cameras? Are they really a "good

thing” to all enthusiasts or they do have some drawbacks too? Let us look at some of the advantages and disadvantages of digital cameras with respect to photography.

Advantages of Digital Photography

First, the good news- There are several advantages of digital photography and they are appropriate to everyone from amateur photographers to professional photographers. Here's why:

Eliminates Film and Film Processing- This is probably the most significant of all its advantages. You do not have to spend your time and energy in developing the roll of film in a dark room. Using a digital camera, means that you can take pictures without paying for film or wondering which type of film to buy, .

Large Photo Storage- Digital cameras can easily store up to 10,000 photos, depending on the size of the memory card and the quality of pictures you are taking. This completely outweighs the storage capacity of traditional roll film cameras.

- **Operating Speed-** In case of earlier cameras, one always had to “wind” the film after clicking a photograph. This led to a certain amount of time delay and inconvenience to the user. With digital cameras, no such activity is required. You simply point and shoot

4..Commercial Photography

The commercial photographic world can be broken down to:

- **Advertising photography:** photographs made to illustrate and usually sell a service or product. These images are generally done with an advertising agency, design firm or with an in-house corporate design team.
 - **Fashion and glamour photography:** This type of photography usually incorporates models. Fashion photography emphasizes the clothes or product, glamour emphasizes the model. Glamour photography is popular in advertising and in men's magazines. Models in glamour photography may be nude, but this is not always the case.
 - **Crime Scene Photography:** This type of photography consists of photographing scenes of crime such as robberies and murders. A black and white camera or an infrared camera may be used to capture specific details.
 - **Still life photography** usually depicts inanimate subject matter, typically commonplace objects which may be either natural or man-made.
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- **Food photography** can be used for editorial, packaging or advertising use. Food photography is similar to still life photography, but requires some special skills.
 - **Editorial photography:** photographs made to illustrate a story or idea within the context of a magazine. These are usually assigned by the magazine.
 - **Photojournalism:** this can be considered a subset of editorial photography. Photographs made in this context are accepted as a documentation of a news story.
 - **Portrait and wedding photography:** photographs made and sold directly to the end user of the images.



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- **Fine art photography:** photographs made to fulfill a vision, and reproduced to be sold directly to the customer.
- **Landscape photography:** photographs of different locations made to be sold to tourists as postcards

There are two types of photojournalism.

Q5



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