



# TECHNICAL UNIVERSITY OF MOMBASA

*Faculty of Business & Social Studies*

DEPARTMENT OF MEDIA & GRAPHIC DESIGN

CERTIFICATE IN MASS COMMUNICATION

(MASS I)

## **BMC 1109: INTRODUCTION TO PHOTOGRAPHY**

SUPPLEMENTARY/SPECIAL EXAMINATIONS

**SERIES:** FEBRUARY 2013

**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) Define the following camera settings: **(8 marks)**
- i) Focal length
  - ii) Depth of field
  - iii) Shutter speed
  - iv) Aperture
- b) Describe the effect of a) above on the image. **(12 marks)**
- c) Point out **THREE** reasons why you may choose to use a telephoto lens. **(6 marks)**
- d) Highlight **TWO** advantages of digital photography. **(2 marks)**

## SECTION B (Answer any TWO questions)

### QUESTION 2

- a) Define portrait. **(2 marks)**
- b) Explain how the following factors influences portraiture. **(18 marks)**
- i) Mood
  - ii) Setting
  - iii) Light
  - iv) Background
  - v) Angle and range
  - vi) Color

### QUESTION 3

- a) Explain the use of any **FIVE** camera accessories. **(10 marks)**
- b) Define the following camera filters. **(9 marks)**
- i) Colour compensating filters
  - ii) Light balancing filters
  - iii) Conversion filters.
- c) Define color temperature. **(1 mark)**

### QUESTION 4

With the aid of a clearly labeled diagram explain the distinction between a direct optical viewfinder and a reflex finder. **(20 marks)**

### QUESTION 5

A camera is a good imitation of human eye. Discuss. **(20 marks)**