



TECHNICAL UNIVERSITY OF MOMBASA

Faculty of Business & Social Studies

DEPARTMENT OF MEDIA & GRAPHIC DESIGN

DIPLOMA IN GRAPHIC DESIGN

(DG III)

BGD 2207: PHOTOGRAPHY & VIDEO TECHNIQUE I

END OF SEMESTER EXAMINATIONS

SERIES: DECEMBER 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 Three printed pages.

SECTION A (Compulsory)

QUESTION 1

- a) Briefly explain how the following camera settings affect image.
- i) Shutter speed (5marks)
 - ii) F stop number (5marks)
- b) Identity five benefits of digital photography. (5 marks)
- c) Explain any two characteristic of lrd video (4 marks)
- d) Suggest the psychological effect these camera shots can have on the viewer.
- i) High angle (2 marks)
 - ii) Low angle (2marks)
 - iii) Dolly shot (2marks)
- e) Sketch a simple light plot for one camera setup. (5marks)

SECTION B (Attempt any TWO questions)

QUESTION 2

Discuss what makes the difference between a simple snapshot and a professional photograph. (20marks)

QUESTION 3

Explain the process of making a video advert from idea conception to distribution. (20 marks)

QUESTION 4

- a) Identify five reasons why studio lights are important. (10marks)
- b) Briefly discuss microphones considering. (10 marks)
- i) Pick up pattern
 - ii) Construction

QUESTION 5

- a) Explain four reasons why you may want to use a wide angle lens. (8marks)
- b) Describe the following camera moves. (6marks)
- i) Pan
 - ii) Dolly
 - iii) Tilt
- c) Define the following illumination terminology. (6marks)
- i) Directional light.
 - ii) Diffused light.
 - iii) Spot light.