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MASENO UNIVERSITY

UNIVERSITY EXAMINATIONS 2012/2013

FIRST YEAR FIRST SEMESTER EXAMINATIONS FOR
THE DIPLOMA IN COMMUNICATION & MASS MEDIA
(CITY CAMPUS)

ADJM 0103: PHOTOGRAPHY

Date: 19th August, 2013

Time: 2.30 – 4.30 p.m.

Diploma 1st year 1st semester

ADJM 0103 PHOTOGRAPHY

Answers question ONE and any other TWO questions. Duration 2Hrs

1. a) What is photography? (4mks)
b) Why is photography considered both an art and a science? (6mks)
c) Write brief notes on the following camera types. (20mks)
 - i. Single lens reflex camera (5mks)
 - ii. Twin lens reflex camera (5mks)
 - iii. Polaroid camera (5mks)
 - iv. Viewfinder camera (5mks)

2. a) What are camera filters? (5mks)
b) Using relevant examples explain how the following filters are used.
 - i. Polarising filters (3mks)
 - ii. Diffusion filters (3mks)
 - iii. Ultra violet filters (3mks)
 - iv. Split field filters (3mks)
 - v. Under water filters (3mks)

3. a) Define the term picture composition.(5mks)
b) Identify and explain the principles of picture composition? (10mks)
c) What makes a good picture? (5mks)

4. a) Briefly explain the following types of lighting as used in photography.(15mks)
(i)Front lighting (ii) Side lighting (iii) Backlighting
b) What factors make daylight not a constant source of light? (5mks)

5. a) During picture editing, what factors are considered in the selection and judgement process? (10mks)
b) Why are photographs cropped, sized and scaled before production? (10mks)