



MASENO UNIVERSITY
UNIVERSITY EXAMINATIONS 2013/2014

**SECOND YEAR SECOND SEMESTER EXAMINATIONS FOR THE
DEGREE OF BACHELOR OF ARTS IN INTERIOR DESIGN WITH
INFORMATION TECHNOLOGY**

(MAIN CAMPUS)

ADI 207: BASIC PHOTOGRAPHY

Date: 1st April, 2014

Time: 8.30 – 10.45 a.m.

INSTRUCTIONS:

- Answer **SECTION A (COMPULSORY)** – 40 marks.
- Answer **ANY TWO** Questions in Section B (30 marks). All questions in this section carry equal marks.
- All questions must be answered in the answer booklets provided.



SECTION A = 30 MARKS

ANSWER ALL QUESTIONS IN THIS SECTION

1. a.) Define the following terms as used in photography. (5 marks)
 - i. photography
 - ii. composition
 - iii. film
 - iv. latent image
 - v. camera lens
- b.) Identify two methods for making photographs in the 1800's. (1 mark)
- c.) Name two similarities between the photographs taken in the 1800's and photographs taken today. (4 marks)
2. a.) Describe briefly who a photographer is. (4 marks)
- b.) Identify two attributes that make a good photographer. (2 marks)
- c.) Show 4 characteristics that a professional photography should exhibit. (4 marks)
3. Differentiate between the following
- a.) i.) Story teller and Eye saver pictures. (2 marks)
- ii.) Fast speed film and slow speed film. (2 marks)
- b.) Show (6) steps of eliminating grain in photography. (3 marks)
- c.) Explain the role of a caption in photography. (3 marks)

SECTION B =20 MARKS

ANSWER ONLY TWO QUESTIONS IN THIS SECTION. EACH QUESTION IS (10) MARKS

4. Explain how photography is used in advertising design (10 marks)
5. Ann has a wedding project to cover photographically. As a professional show her five main principles to observe while shooting her pictures.
(10 marks)
6. Explain to Ann in details the qualities she should consider before presenting the client the picture. (10 marks)
7. Identify and discuss three variables that control film exposure. (10marks)