

**B.Sc. IN LEATHER GOODS AND ACCESSORIES
DESIGN (BSCLGAD)**

Term-End Examination

00457

June, 2014

BFW-067 : PRODUCT PHOTOGRAPHY

Time : 3 hours

Maximum Marks : 70

*Note : Attempt any **seven** questions. All questions carry equal marks.*

1. What is a composition ? Explain with reference to product photography. 10
2. Briefly describe the camera modes and automation. 10
3. What are the basic features of a modern SLR camera ? 10
4. What are the four basic modes of photography available in a digital camera ? 10
5. What kind of lights should you use for product photography ? Explain. 10
6. How do you improve photos for product photography ? 10
7. How do you get more in focus when aperture is already quite small ? 10

8. How do you get a pure white background ? 10
9. What is creative product photography ? Explain with the help of suitable examples. 10
10. Write short notes on any *five* of the following : $5 \times 2 = 10$
- (a) Auto-focus
 - (b) Film format
 - (c) Digital photo printer
 - (d) iPhone/Smart phone for product photography
 - (e) Exposure
 - (f) Shutter and Shutter speed
 - (g) Zoom
 - (h) Camera shake
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