

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

Term-End Examination

June, 2017

00217

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. Define any **five** of the following : 5×2=10
 - (a) Shutter and shutter speed
 - (b) On-model product photography
 - (c) Auto focus
 - (d) Film format
 - (e) Zoom
 - (f) Over and under exposure

3. Explain in brief the “Rule of the Thirds”. 10

4. What is interpolation ? How does it affect the quality of your photos ? 10
5. What is the focal length conversion ratio (or crop factor) on a digital SLR ? 10
6. What kind of lights should you use for product photography ? Explain. 10
7. How do you improve photos for product photography ? How do you get more in focus when the aperture is already quite small ? 10
8. Write short notes on any **two** of the following : $2 \times 5 = 10$
- (a) Digital Photo Printer
 - (b) iPhone/Smart Phone Product Photography
 - (c) TTL Light Meter
-