

TILAK MAHARASHTRA VIDYAPEETH, PUNE

B.A. IN PHOTOGRAPHY

EXAMINATION: JANUARY- 2022

SECOND SEMESTER

Sub: Principle of Color Theory & Psychology # (BAPH19-2006)

Date : 27/01/2022

Total Marks : 40

Time: 10.00 am to 12.00 noon

Instruction:

All questions are compulsory.

Q. 1 Descriptive Answer (Any Two) (20)

1. What is Color perception? How can it be applied to Branding and consumer Psychology?
2. Discuss the Psychology behind any 5 colors of your choice with appropriate examples
3. What is color Harmony? Discuss the different color schemes used creating great images.

Q. 2 Write short notes. (Any Two) (10)

1. Compare and Contrast Additive and Subtractive Color mixing models.
2. Discuss sir. Isaac newton's Color wheel and also discuss hue, value and Saturation in detail with respect to image quality
3. What are complimentary colours? Discuss 5 advantages of using them in commercial Photography

Q. 3 Open Ended Question (10)

What is Colour Psychology? How is it beneficial to Photographer of all Genres?
