

TILAK MAHARASHTRA VIDYAPEETH, PUNE
MASTERS OF ARTS IN MASS COMMUNICATION,
PHOTOGRAPHY

EXAMINATION: DECEMBER - 2022

THIRD SEMESTER

Sub: Fashion & Advertising Photography (MAPH 18-304)

Date : 16/12/2022

Total Marks :80

Time: 10.00 am to 1.00pm

Instruction:

All questions are compulsory.

- Q.1. Answer the following. (Any Three) (45)**
1. What are the difference between Advertising and Fashion Photography?
 2. What are the major lighting techniques in photography which technique is used in fashion and advertising?
 3. Explain how is to study the History of Arts in Fashion & Advertising Photography?
 4. What are the different types of Advertising Photography?
 5. What is the role of commercial photographer during shoots?
- Q.2 Answer in brief. (Any One) (10)**
1. Favorite fashion Photographer.
 2. Difference between Abstract and Minimalism.
- Q.3 Write short notes. (Any Three) (15)**
1. High Fashion Photography
 2. Editorial Photography
 3. Beauty Photography
 4. Peter Lindbergh
 5. Product Photography
 6. Make up and styling in photography
- Q.4 Open Ended Question (10)**
Explain how is the importance to study the Aesthetic of Design in all kinds of Photography?
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