



**MASENO UNIVERSITY**  
**UNIVERSITY EXAMINATIONS 2016/2017**

**FIRST YEAR FIRST SEMESTER EXAMINATION FOR  
DIPLOMA IN JOURNALISM AND MASS MEDIA**

**CITY CAMPUS - REGULAR**

**ADJM 0103: PHOTOGRAPHY**

**Date:** 7<sup>th</sup> June, 2017

**Time:** 2.00 – 5.00pM

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**INSTRUCTIONS:**

- Answer Question ONE and any other TWO



- 1a). Describe any 5 types of films are used in a standard camera?(10 Marks)
- b). Explain 5 elements of a good storytelling photo? (10 Marks)
- c). What do you understand by
- i. Soft focus filters (2 Marks)
  - ii. UV filters (4 Marks)
  - iii. Coloured filters (4 Marks)
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- 2a). Describe any five types of camera lenses (10 Marks)
- b). Explain the three pillars of photography (10 Marks)
- 3a). What is the importance of photos in a story? (20Marks)
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- 4a). Explain the philosophy of composition in photography (10Marks)
- b). Write short notes on
- i. The ISO dial (3 Marks)
  - ii. The focus ring (3 Marks)
  - iii. The aperture ring (4 Marks)
- 5a). What are the types of studio lighting? (7 Marks)
- b). Briefly explain the features of a film camera (9 Marks)
- c). What do you understand by digital photography (4 Marks)
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