

BACHELOR OF ARTS (COMMERCIAL PHOTOGRAPHY)
B.A. (COMMERCIAL PHOTOGRAPHY) Sem-III : WINTER :- 2021
SUBJECT: VISUAL STORYTELLING

Day : Thursday
Date 10/2/2022

W-20847-2021

Time : 02:00 PM-04:30 PM
Max. Marks: 60

N.B.:

- 1) All questions are **COMPULSORY**.
 - 2) Figures to the right indicate **FULL** marks.
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Q.1 Answer the following (**ANY FOUR**): **(20)**

- a) Why does Davis call Richard Avedon's work "two faced" when he is referring to the series "The American West" and why does he feel that the show fails?
- b) Explain the difference between *subject matter* and *subject* in a photograph.
- c) Do you agree with the opinion of some critics that Avedon freed the fashion photograph from the still studio pose? Explain with examples.
- d) Write a short note on Cindy Sherman's series "Untitled Film Stills".
- e) What is a metaphor? Give examples of how photographers use metaphors in visual storytelling.

Q.2 Write short notes on (**ANY FOUR**): **(20)**

Emphasize the visual storytelling aspect in their work. You can cite a particular series of their work if it is not mentioned.

- a) Gregory Crewdson (the series "Beneath The Roses")
- b) Sally Mann
- c) David Hilliard
- d) Philip Lorca DiCorcia
- e) Peter Demarchellier

Q.3 Attempt **ANY TWO** of the following: **(20)**

Note: Your storyboard should include

- i) **A brief textual description of your image.**
- ii) **A detailed sketch exemplifying the camera angle/vantage point including references to lensing and depth of field etc.**
- iii) **A detailed diagram showing your proposed lighting plan.**
- iv) **A description that includes the models used, their attire, MUH and accessories and props to be used in the shoot.**

- a) An Act of Love
- b) No Smoke Without Fire
- c) # metoo
- d) Another Brick in The Wall

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