QUESTION 1

What are the crucial distinctions between the traditional *Fine and Applied Art, Digital Art and New Media Art*? What exactly is ‘new’ about the digital medium? Briefly describe some of the most popular forms and themes of a digital artwork.

(8)

QUESTION 2

What is *exposure* in photography? Describe the *exposure triangle: aperture, shutter speed and ISO*, as well as the secondary impact they have upon the photograph (*depth of field, motion blur, and grainy shot/noise*).

(10)
QUESTION 3
What is the difference between Digital Point-and-Shoot camera and Digital Single-Lens Reflex (DSLR) camera? Explain some of the advantages and disadvantages of Digital Point-and-Shoot over DSLR. Explain the image capture process of DSLR camera (see the diagram below).

![Diagram of DSLR camera](image)

QUESTION 4
Why do we use wide angle lenses in street photography? Explain some of the most important considerations when photographing people on street (e.g. capturing the moment, juxtaposition and background, telling a story, etc.).

QUESTION 5
What is the difference between image size and image resolution? What is bit depth?

QUESTION 6
Considering the degree of diffusion (quality of light) describe the following kinds of lighting:

- Direct light
- Diffused light
- Directional-diffused light

QUESTION 7
Explain the additive method (RGB) and subtractive method (CMYK) of producing colors.
QUESTION 8

Briefly explain the different approach to image-making between vector illustration and bitmap image-making, like digital painting or image editing. What are the advantages of vector graphics over bitmap images?

(8)

QUESTION 9

Define the field of graphic design and describes its processes i.e. the stages in the development of a finished design.

(10)

QUESTION 10

Visual perception, and thus communication, is always colored by interpretation. Context, personal experience, and culturally inculcated systems of signs and symbols play a strong role in perception. What is Semiotics? Explain the categories of icon, symbol and index.

(8)

QUESTION 11

What is trademark? Describe the two most common categories of trademarks: symbol and logotype. Explain the Gestalt Principles of similarity, proximity, continuation and closure.

(8)

QUESTION 12

Explain the following factors involved in designing with text type:

- Type size
- Line length
- Leading
- Spacing

(6)