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End Semester Examination, December 2024
B.Des Fashion Design – 5th Semester
Story Telling and Fashion Photography (VAC190)

Time: 2.5 hrs.

Max Marks: **50**

Note: ***All Questions are compulsory. Marks are indicated against each question.***

PART-A

Q.1 *Attempt any 5 questions out of these.*

- (a) Define **visual storytelling** in the context of fashion photography. How does it differ from traditional storytelling? [CO-1] [L-1] **2**
- (b) Explain the role of **composition** in fashion photography. What are two techniques that enhance the storytelling aspect of an image? [CO-1] [L-2] **2**
- (c) What is the significance of **lighting** in fashion photography? Briefly describe two different lighting setups commonly used in editorial fashion shoots. [CO-1] [L-2] **2**
- (d) Discuss the importance of **props and location** in creating a narrative in fashion photography. Provide one example of how each can contribute to storytelling. [CO-1] [L-2] **2**
- (e) What is a **mood board**, and why is it essential in the planning phase of a fashion shoot? [CO-1] [L-1] **2**
- (f) Describe the concept of **editorial fashion photography**. How does it differ from commercial fashion photography? [CO-1] [L-2] **2**
- (g) Explain the term "**brand story**" and its significance in fashion campaigns. How can photography support the development of a brand's story? [CO-1] [L-2] **2**

PART-B

Q.2 **Analyze the relationship between fashion and storytelling.** How can photographers use elements such as setting, model expressions, and styling to communicate a story or concept through a single image? [CO-2] [L-4] **10**

OR

Discuss the impact of digital technology on storytelling in fashion photography. How have social media and digital tools changed the way fashion stories are told and consumed? [CO-2] [L-3] **10**

Q.3 **Examine the role of symbolism and cultural references** in creating impactful fashion photographs. How can photographers use these elements to add depth and meaning to their work? Provide examples. [CO-3] [L-5] **10**

OR

Evaluate the challenges and techniques of storytelling in monochrome (black-and-white) fashion photography. How does the absence of color affect the narrative, and what adjustments must a photographer make to ensure an effective story is conveyed? [CO-3] [L-2] **10**

Q.4 Discuss the process of creating a cohesive narrative for a fashion photoshoot. What steps are involved, from concept development to post-production, and how does each stage contribute to the final story? [CO-4] [L-4] **10**

OR

Critically assess the ethical considerations in fashion photography, particularly in the portrayal of body image, diversity, and cultural sensitivity. How can fashion photographers ensure that their storytelling promotes positive and inclusive messages? [CO- 4] [L-5] **10**

Q.5 Compare and contrast editorial and lifestyle fashion photography in terms of narrative style, purpose, and visual impact. How can each approach be used to enhance brand storytelling? [CO-5] [L-2] **10**

OR

Case Study Analysis:

A luxury fashion brand wants to launch a campaign that highlights its heritage and timeless appeal, aimed at connecting with both young and mature audiences.

Question:

Develop a storytelling and photography strategy for this campaign. Discuss the role of styling, model selection, location choice, and post-production techniques that could reinforce the brand's heritage and appeal to a diverse audience. [CO- 5] [L-6] **10**