



PAN AFRICA CHRISTIAN UNIVERSITY
DEPARTMENT OF COMMUNICATION LANGUAGES AND LINGUISTICS
MAY-AUGUST 2025 EXAM
EXAMINATION FOR BACHELOR OF ARTS IN COMMUNICATION
COM204 – PRINCIPLES OF PHOTOJOURNALISM
FINAL PROJECT (40%)

Objective: This final project aims to demonstrate the students' comprehensive understanding of photojournalism by capturing diverse subjects and telling compelling stories through photography. Students will showcase their technical proficiency, creativity, and ability to produce impactful visual narratives.

Project Description: Students are required to develop a digital e-portfolio consisting of **30 photographs**, covering six different categories. Two categories, **News and Current Events** and **Social Issues**, are compulsory. Students will then select **four additional categories** from the list provided, ensuring a well-rounded and diverse portfolio.

Mandatory Categories:

1. News and Current Events (5 photos)

- Capture significant local or national events such as political rallies, protests, community activities, or other notable occurrences. Alternatively, capture newsworthy events happening on campus this semester.
- Each photo should convey the essence of the event and include a brief caption with relevant details.

2. Social Issues (5 photos)

- Document pressing social challenges such as poverty, education, healthcare, or environmental concerns.
- Each image should highlight the issue and be accompanied by a thoughtful caption explaining the context.

Optional Categories (Choose 4):

3. Feature Photography (5 photos)

- Focus on human interest stories, cultural practices, or unique events that offer deeper insights into specific subjects.

4. Sports and Action (5 photos)

- Capture dynamic moments from sports events or other action-packed scenarios, showcasing movement and energy.

5. Wildlife and Nature (5 photos)

- Photograph natural landscapes, wildlife, or conservation efforts, emphasizing the beauty and significance of the natural world.

6. Portraits (5 photos)

- Create compelling portraits that tell the story of your subject, capturing their personality and the context in which they live.

7. Lifestyle and Culture (5 photos)

- Document aspects of daily life, cultural traditions, fashion, or community practices, highlighting their uniqueness and relevance.

8. Architecture and Urban Life (5 photos)

- Explore and photograph urban environments, architectural features, or cityscapes, showcasing the essence of urban life.

9. Travel and Adventure (5 photos)

- Capture the essence of different places and cultures during your travels, presenting a visual journey through your lens.

10. Documentary and Photo Essay (5 photos)

- Develop a series of photos that collectively tell a story or explore a theme, supported by a narrative or captions.

Submission Requirements:

- A digital portfolio presented as a PDF document.
- Each photograph must be captioned with accurate and relevant information.
- The portfolio should include a brief introduction (100-150 words) outlining the themes and approach.
- A reflective piece (300-500 words) discussing the learning experience, challenges faced, and the impact of the course on your work.

Assessment Criteria (40 Marks Total):

1. Diversity and Quality of Images (10 Marks):
 - Variety in subject matter and use of photographic techniques. Consistent production of high-quality images with proper use of lighting, composition, and technical settings.
2. Technical Proficiency (10 Marks):

Mastery of camera settings, post-production skills, and adherence to ethical standards in photo editing. Clear, well-processed images with minimal technical errors.
3. Storytelling and Narrative Strength (10 Marks): Ability to convey compelling stories through images, especially in the News and Current Events and Social Issues categories. o Logical flow and coherence in presenting the visual narrative.
4. Presentation and Professionalism (10 Marks):
 - Neat, organized, and visually appealing portfolio layout. o Proper use of captions, introductions, and reflective writing. Professionalism in adhering to submission guidelines and overall presentation.

The Grading Rubric

Criteria	Excellent (9–10)	Good (7–8)	Satisfactory (5–6)	Needs Improvement (0–4)
1. Diversity and Quality of Images	Demonstrates exceptional variety in subject matter across all categories and consistent use of diverse photographic techniques. All images are high-quality, with excellent lighting, composition, and technical settings.	Shows good variety and thoughtful technique in most categories. Minor lapses in image quality or composition may be present.	Limited variety in subjects or repetitive techniques. Several images lack strong composition or show inconsistent technical quality.	Little or no variety; most images are poor in quality, with weak lighting, composition, or incorrect technical settings.

2. Technical Proficiency	Exhibits strong mastery of camera settings, refined post-production skills, and full adherence to ethical standards. Images are clear, well-processed, and free from technical errors.	Good technical control with mostly clear and well-processed images. Few minor technical issues or post-production oversights.	Moderate understanding of technical aspects; editing may be inconsistent and some technical errors are present.	Lacks technical control; poor post-processing, frequent errors, and disregard for ethical photo editing standards.
3. Storytelling and Narrative Strength	Compelling stories clearly conveyed through images, especially in News and Current Events and Social Issues. Strong narrative flow and clear visual coherence throughout the portfolio.	Storytelling is effective in most categories. Narrative in required categories is clear, though may lack some depth or cohesion.	Some storytelling evident, but weak or unclear in parts; required categories may be underdeveloped or poorly executed.	Minimal or ineffective storytelling. Narrative flow is lacking, especially in compulsory categories. Portfolio feels disjointed.
4. Presentation and Professionalism	Portfolio is neat, organized, and visually appealing. Includes all required elements: clear captions, a strong introduction, and a reflective piece that demonstrates depth. Fully adheres to submission guidelines.	Presentation is generally polished with few errors. Most required components are present and meet expectations.	Some disorganization or missing elements. Captions, introduction, or reflection may be weak or incomplete.	Poorly presented; lacks several required components or shows disregard for professional standards and guidelines.