



DEPARTMENT: COMMUNICATION, LANGUAGES & LINGUISTICS

COURSE CODE: JMS402

COURSE TITLE: DIGITAL MEDIA PRODUCTION

EXAM DATE: Monday

DURATION: 3 HOURS

TIME: 11:00AM-2:00PM

DAY

INSTRUCTOR: Ms. Hilda Kamau

INSTRUCTIONS

- Read the instructions and questions carefully before you write the answers.
- **This Exam Script has TWO (2) Sections.**
- **Section “A” is COMPULSORY.**
- **Answer any THREE questions in section “B”**

SECTION A (COMPULSORY)

1. Using suitable illustrations, explain when you would use the following shots in your video production:
 - i) Establishing shot [2marks]
 - ii) Long shot [2marks]
 - iii) Medium shot [2marks]
 - iv) Close up [2marks]
 - v) Extreme close up [2marks]

SECTION B (ANSWER ANY THREE QUESTIONS)

2. The pre-production phase in any production is very important because it is everything that leads up to the actual acquisition of sounds and images. Discuss five steps that you would take in the pre-production process. **[10marks]**
3. Imagine Jane is keen to take digital media production class. Illustrate to her using relevant examples when to use the following camera movements:
 - a) Pan **[2marks]**
 - b) Tilt **[2marks]**
 - c) Dolly **[2marks]**
 - d) Track or Truck **[2marks]**
 - e) Pedestal **[2marks]**
4. Prepare a pitch presentation packet for an audio and video project on a Campus Story: The emphasis here is on story: take any aspect of campus life and write a well thought out script for an audio and video piece with a clear beginning, middle, and end structure.

Your package must include:

- a) Synopsis of your film idea (treatment) **[4marks]**
- b) List of characters and details about each character **[3marks]**
- c) Indicate genre of your production and the following: **[3marks]**
 - i) Setting description
 - ii) Target audience
5. a) "Three-point lighting is an important concept in videography." Discuss. **[6marks]**
- b) In audio and video production, it is said "sound is half the picture." Explain. **[4marks]**