



PAN AFRICA CHRISTIAN UNIVERSITY
DEPARTMENT OF COMMUNICATION LANGUAGES AND LINGUISTICS
JANUARY-APRIL 2026 EXAMS
EXAMINATION FOR DIPLOMA IN COMMUNICATION
DCM203 – FILM PRODUCTION
FINAL PROJECT (40%)

Background

The recent passing of Raila Odinga, a towering figure in Kenya's political landscape, has prompted international institutions to dispatch researchers and journalists to study the life and legacy of this enigma. Subsequently, his gravesite has since been marketed by the Kenya Film Commission as a destination for both filming and research.

In response to a national competition organized by the Kenya Film Commission, you are tasked with producing a 10-minute individual documentary that captures a unique perspective on his life, contributions, or impact.

This project will test your skills in documentary filmmaking, research, interviewing, editing, and creative storytelling.

Expected Learning Outcomes:

Upon completing this project, you should be able to:

1. Conduct thorough research and synthesize information into a coherent narrative.
2. Plan, shoot, and edit a short documentary effectively.
3. Conduct **original professional interviews** and integrate them into the story.
4. Combine **personal footage** with **downloaded images or archival clips** in a seamless manner.
5. Apply visual storytelling techniques such as B-roll, composition, and pacing.
6. Integrate audio elements (music, narration, ambient sound) to enhance the documentary.
7. Reflect critically on your creative process and technical choices.

Project Description

You are required to produce a **10-minute documentary** reflecting on Raila Odinga's life and legacy. The documentary must adhere to the following guidelines.

- Include at least **3 different** original interview clips with key informants (e.g. community members, peers, teachers, historians, or experts), with each interview **not exceeding 2 minutes of screen time**.
- Have a voiceover narration (the voice **MUST BE YOUR OWN**).
- You are allowed to **integrate downloaded images or archival footage** alongside your own filmed material.
- Demonstrate a clear narrative structure: introduction, main content (key events, achievements, impact), and conclusion/reflection.
- Feature appropriate visual and audio elements, including B-roll, graphics, captions, and music to enhance storytelling.
- Properly credit and attribute all sourced materials.

Scope

- Focus on one or two key themes of Raila Odinga's life (e.g., democratic reforms, social impact, community influence, personal struggles). Depth is preferred over covering his entire life.
- Maintain **factual accuracy** and **ethical storytelling**.
- Creativity is encouraged, but avoid speculation or misrepresentation.

Deliverables

1. Documentary Video: 10 minutes (maximum ± 30 seconds).
2. Script Outline: Detailing planned shots, interviews, narration, and integration of external materials.
3. Source Acknowledgments
4. Reflection Report (1–2 pages): Discuss challenges, creative choices, and lessons learned.

Procedure

1. Research: Gather information about Raila Odinga from credible sources (books, articles, archives, online databases).
2. Planning: Develop a script outline. Prepare interview questions in advance.
3. Filming: Record your own interviews (max 2 minutes of screen time each), B-roll, and other relevant visuals. Ensure good lighting, clear audio, and stable framing.
4. Editing: Combine your original footage with downloaded images or archival materials. Add voiceover, music, graphics, captions, and smooth transitions to create a coherent 10-minute documentary.
5. Submission: Submit the final video along with storyboard/script and reflection report by the **deadline [exam date on the exam timetable]**.

Technical Requirements

- Video: HD quality (1080p)
- Audio: Clear voiceover and dialogue, minimal background noise, and proper use of music bed
- Format: MP4
- Maximum length: 10 minutes (+/- 30 seconds)

Rubric

Criterion	Marks	Expanded Descriptors
1. Research & Content Accuracy	6 marks	0–2 marks: Minimal research; major factual gaps or inaccuracies; weak connection to theme. 3–4 marks: Adequate research; mostly accurate facts; some depth but may lack contextual richness. 5–6 marks: Excellent, rigorous research; high factual accuracy; strong relevance; demonstrates insight into the subject's legacy and socio-political context.
2. Interview Quality & Integration	6 marks	0–2 marks: Poorly framed or inaudible interviews; superficial questions; interviews feel disconnected from narrative; does not meet 3-interview requirement or exceeds clip length. 3–4 marks: Competent interviews; generally clear questions and responses; moderate integration into story; meets basic technical and time requirements. 5–6 marks: Highly engaging interviews; well-researched questions; excellent framing and audio; seamless narrative integration; creative use of interview insights to drive story.
3. Cinematography & Visual Techniques	8 marks	0–3 marks: Basic or inconsistent camera work; poor composition; weak or problematic lighting; limited use of B-roll; downloaded footage poorly matched or irrelevant. 4–6 marks: Generally good composition and lighting; stable camera movement; effective B-roll; reasonable visual coherence between shot and downloaded material. 7–8 marks: Cinematically strong visuals; thoughtful composition; excellent lighting; purposeful camera movement; highly effective blend of original footage, interviews, B-roll, and downloaded archival material.
4. Audio & Sound Design	6 marks	0–2 marks: Frequent audio problems; unclear dialogue; disruptive background noise; poor music choices or mixing. 3–4 marks: Mostly clear audio; reasonable control of ambient sound; good but basic sound layering; some inconsistencies in mixing.

		5–6 marks: Professional-grade clarity; excellent ambient control; creative and appropriate use of music and sound effects; polished mixing and balance throughout.
5. Editing, Color Grading & Post-Production	8 marks	0–3 marks: Rough or choppy edits; pacing issues; weak transitions; little to no color correction; minimal use of graphics; technical mistakes noticeable. 4–6 marks: Generally smooth editing; adequate pacing; proper transitions; basic color grading; functional graphics and titles. 7–8 marks: Highly polished post-production; seamless pacing; purposeful transitions; professional color grading consistent across footage; strong, well-integrated graphics and titles.
6. Narrative Structure & Storytelling	4 marks	0–1 marks: Confusing or weak structure; lacks clear introduction or conclusion; story feels disjointed. 2–3 marks: Logical and coherent story; clear intro and conclusion; flow is generally smooth but may lack emotional or thematic depth. 4 marks: Compelling, well-crafted narrative; coherent flow; strong hook and impactful ending; story demonstrates insight and creativity.
7. Reflection Report / Documentation	2 marks	0–1 mark: Minimal or vague reflection; little explanation of decisions; lacks depth or honesty. 2 marks: Clear, thoughtful reflection; articulates technical, creative, and editorial choices; shows awareness of strengths and areas for improvement.

Submission Guidelines

- Submit the video and all supporting documents via LMS.
- Include all credits, acknowledgments, and sources.

Important Notes

- Ethical storytelling is mandatory; avoid exaggeration or misrepresentation.
- Creativity is encouraged, but respect for the subject and his legacy is paramount.
- This project is your **final evaluation in Film Production**; attention to detail, professionalism, and creativity are critical.