



PAN AFRICA CHRISTIAN UNIVERSITY
DEPARTMENT OF COMMUNICATION LANGUAGES AND LINGUISTICS
MAY-AUGUST 2025 EXAM
EXAMINATION FOR BACHELOR OF ARTS IN COMMUNICATION
JMS303 – VIDEO PRODUCTION
FINAL PROJECT (50%)

Objective: To independently script, shoot, edit, and present a compelling video advertisement (30–60 seconds) that demonstrates professional understanding of advertising strategy, video production techniques, storytelling, and technical execution.

Project Description: You are to create a complete solo video advertisement (30 to 60 seconds long) for a product, service, or social cause of your choice. You must develop the creative concept, write the script, plan the shots, record, and edit the entire ad independently.

The advert can be:

- Commercial (e.g., food item, app, fashion item, local service)
- Public Service Announcement (e.g., road safety, environmental awareness)
- Social media promo (e.g., influencer brand collab or lifestyle message)

The advert must:

- Call to attention,
- Create a need
- Satisfy the need
- Have a Call To Action (CTA)

Project Must Include:

- A 1-2 page max script or storyboard (this will be graded separately).
- Use of basic shot variety and composition techniques.
- Appropriate branding, slogans, logos, or messages.
- Voiceover or dialogue (where necessary).
- Sound design: music, sound effects, or narration.
- Thoughtful editing to fit 30–60 seconds.
- Final video in MP4 format, export-ready.

Submission Deadline: As per Exam Timetable schedule – Upload to your Google Drive and share the link in such a way that anyone with the link can view without needing further access permissions. A copy should be available to play back in class during SHOWTIME (USB Copy).

The Grading Rubric

Criteria	Excellent (5 pts)	Very Good (4 pts)	Good (3 pts)	Fair (2 pts)	Needs Improvement (1 pt)
THE SCRIPT RUBRIC					
Script – Message & Structure	Focused, well-written, persuasive with strong flow	Clear message with minor structure flaws	Functional script, some disconnection	Message present but weak structure	Poorly developed or incoherent script
Script – Language & Tone	Language is sharp, audience-appropriate, and on-brand	Good use of tone and audience fit	Language is serviceable but plain	Inconsistent tone or vocabulary	Inappropriate or confusing language
Script – Formatting & Clarity	Professional formatting, easy to follow	Mostly formatted with minor errors	Adequate formatting	Hard to follow in parts	Disorganized or unformatted script
THE ADVERT MARKING RUBRIC					
Advertising Concept	Creative, persuasive, clear message aligned to product/service	Clear and relevant idea with minor execution gaps	Basic message present but not fully developed	Weak or unclear message	Unfocused or missing advertising idea
Cinematography	Excellent shot variety, composition, and movement	Well-framed shots with minor technical issues	Adequate shots but limited creativity	Unstable or inconsistent framing	Poor visuals or missing key shots

Editing & Pacing	Well-paced, clean transitions, highly engaging	Mostly well-paced with minor flaws	Satisfactory editing, some awkward transitions	Choppy or unbalanced pacing	Poor editing or disruptive flow
Sound & Voiceover	Audio clear, mixed well, supports message effectively	Good audio quality with minor issues	Understandable, but needs improvement	Inconsistent or unclear audio	Distracting or missing audio elements
Branding & Message Integration	Logo, slogan, or theme effectively used and memorable	Brand elements present and mostly effective	Some branding used but not clearly integrated	Weak branding or message unclear	No clear branding or identifiable message
Creativity & Solo Execution	Highly creative, resourceful solo work, strong impact	Creative and independently done with minor gaps	Some creativity evident, meets minimum expectations	Limited creativity or external dependency	Lacks originality or full independent effort
Overall Impact	Memorable, polished, and professionally presented	Strong delivery, clear intent	Average ad with some engaging elements	Some potential, but rough overall	Unconvincing or poorly executed