



PAN AFRICA CHRISTIAN UNIVERSITY
DEPARTMENT OF COMMUNICATION LANGUAGES AND LINGUISTICS
JANUARY-APRIL 2026 EXAMS
EXAMINATION FOR DIPLOMA IN COMMUNICATION
DCM108 – TV PRODUCTION
FINAL PROJECT (40%)

NATURE: GROUP WORK

Duration of Videos: 2 episodes, 10 minutes each

Target Age Group: Select one (3–5 years, 6–8 years, 9–12 years)

Project Brief:

In a group of 2-4 Students, produce two (2) episodes of an original Children's Show that is either educational, entertainment, or edutainment-focused. Your production must demonstrate a clear understanding of TV Programme formats and target audiences. Your show must consider your chosen age group's developmental stage, interests, and media preferences. The content should reflect ethical considerations and cultural relevance while aligning with regulatory guidelines for children's media. Within each episode there has to be more than one segment/parts that are well transitioned.

Project Requirements:

Concept Development Document (2 pages max)

- Title, concept summary, target age group
 - Learning objective or entertainment purpose of the show
 - Script outline or storyboard
 - Explanation of ethical and regulatory considerations
- (Submit as a PDF with your video)*

Video Production (10 minutes each)

- Original content (live action, animation, or mixed)
- Clear and age-appropriate language, visuals, and themes
- Creative use of sound, visuals, characters or storytelling
- To be produced in groups of 2–4

Self-Reflection (1 page)

- What inspired your production
- Challenges faced and how you addressed them
- Lessons learned about producing for children
- Contributions of each member of the group

Submission Guidelines:

- Submit the video in MP4 format as a Google Drive link that is shared in a word document, in such a way that anyone with the link can view
- Include the concept document and self-reflection in one PDF.
- Label all files clearly:
For the Video: *GroupName_VideoTitle_DCM108.mp4*
For the PDF Documents: *YourName_GroupName_Documents.pdf*.

N/B

1. The project is **a team work process**, is quite taxing and will therefore require evidence of total commitment from all group members.
2. Make arrangements with the studio and book equipment well in advance because the studio may be very busy.
3. The video production will be submitted as per the exam timetable, and reviewed in the presence of all students during **SHOWTIME. (NO PROJECT WILL BE RECEIVED AFTER THE DEADLINE).**
4. **BACK UP** your work so that **no computer crashes and disks malfunction** when you are just about to submit your work!

Assessment Rubric:

Criteria	5 – Excellent	4 – Good	3 – Satisfactory	2 – Needs Improvement	1 – Poor
1. Creative Concept & Originality	Highly original, age-appropriate, imaginative and engaging	Creative and relevant; good engagement	Some originality; partially age-appropriate	Lacks creativity or doesn't suit age group	Unoriginal or inappropriate

2. Script Development & Storyline	Well-structured, compelling, and clear for children	Clear and structured; minor issues	Average; lacks full development	Weak or confusing storyline	Poor or missing script
3. Technical Execution – Visuals	Excellent visuals; clear framing and lighting	Good quality; minor issues	Satisfactory; some visual errors	Poor visuals; major issues	Very poor or no visuals
4. Technical Execution – Sound & Editing	Crisp audio; seamless editing	Good audio; minor sync/edit issues	Average sound/editing; some errors	Inconsistent audio; disruptive editing	Poor audio; no real editing effort
5. Content Appropriateness & Ethics	Fully appropriate and ethically sound	Mostly suitable; minor concerns	Generally okay; some questionable parts	Partially inappropriate; ethics unclear	Inappropriate or unethical
6. Cultural Relevance & Inclusivity	Rich cultural context; inclusive representation	Culturally aware and inclusive	Some awareness; limited inclusivity	Weak context; possible stereotyping	Culturally insensitive
7. Regulation & Educational Value	Strong understanding of rules; highly educational	Aware of regulation; clear educational goal	Basic awareness; some value	Limited awareness; unclear purpose	No regulation or educational value shown
8. Presentation, Submission & Reflection	Professional, complete, on time, insightful reflection	Well-presented; minor issues	Adequate; some parts missing	Poorly organized; incomplete	Disorganized, late, or missing