

MOI UNIVERSITY
SCHOOL OF HUMAN RESOURCE DEVELOPMENT
DEPARTMENT OF COMMUNICATION STUDIES
FOURTH YEAR FIRST SEMESTER EXAMINATIONS
2015-2016 ACADEMIC YEAR (AUGUST, 2016)
PROGRAMME: BACHELOR OF SCIENCE IN COMMUNICATION AND PUBLIC
RELATIONS/
COMMUNICATION AND JOURNALISM/GRAPHIC COMMUNICATION AND
ADVERTISING

CMM 422: DIGITAL PHOTOGRAPHY

**INSTRUCTIONS: ANSWER FOUR QUESTIONS, QUESTION ONE IS
COMPULSORY**

1. As a director of a video production consultancy, you have been contracted by a Non-Governmental organization to come up with ten minute programme titled 'HOPE FOR A BETTER TOMMOROW'. The overall theme is giving hope to the less fortunate in the society.

- a) Start by creatively visualizing it through a screen or teleplay. (10 marks)
- b) Come up with a three-column shooting script for the 10 minute episode. (15 marks)

2. Locations play a critical role in creating realism in any narrative, be it fiction or factual. Discuss what choices you would make when deciding on locations for the following genres:

- a) A romantic drama
- b) A horror story
- c) An emotive political talk show
- d) A children's magazine programme

Give appropriate examples and justification for each case.

(15 marks)

3. All members of a production team are expected to play specific roles when they go for the actual shoot. Enumerate what is expected of the following personnel:

- i) A producer
- ii) A director
- iii) A continuity officer

(15 marks)