



KARATINA UNIVERSITY
UNIVERSITY EXAMINATIONS
FOURTH YEAR, SECOND SEMESTER EXAMINATION
2023/2024 ACADEMIC YEAR

FOR THE DEGREE OF:
BACHELOR OF SCIENCE IN COMMUNICATION AND
PUBLIC RELATIONS

COURSE CODE: CCM 411
COURSE: TITLE: VIDEO AND FILM PRODUCTION

DATE: 18TH APRIL, 2024

TIME:12.00-2.00PM

INSTRUCTION TO CANDIDATES

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CCM 411: VIDEO AND FILM PRODUCTION

Answer Four Questions: Question one is Compulsory

- 1) You have been hired by Karatina University to produce a corporate documentary to be placed in the University website. The documentary should showcase the University's history, values, achievements, and culture to enhance the brand image.
 - a) Describe the stages of film production that are necessary in developing the corporate documentary (10 marks)
 - b) Explain types of camera shots that will contribute to the visual narrative and emotional impact of the documentary (10 marks)
 - c) Discuss the film equipment that will amplify your visual story (5 marks)
- 2)
 - a) Kikwetu Company Ltd is planning to produce a film meant to curb drug abuse among the youth living in Kenya's urban informal settlements. Explain film lighting techniques that will shape mood and enhance storytelling (10 marks)
 - b) Discuss the issues that may require you to be readjust your shooting schedule (5 marks)
- 3)
 - a) Film sound is vital for storytelling, evoking emotions, enhancing atmosphere, and providing depth, contributing to a compelling and immersive cinematic experience. Using relevant examples, describe the types of film sound that you would use while creating an organizational product launch short film (10 marks)
 - b) Explain five film directing techniques that will be useful in this production (5 marks)
- 4)
 - a) Camera movements add dynamic visual elements that enhance the overall narrative. Describe five camera movements that you would employ when filming Karatina University sports day event to enhance viewer engagement (10 marks)
 - b) Discuss five ways in which technology has revolutionized video and film production (5 marks)
- 5)
 - a) Selecting an effective film marketing method involves optimizing promotional strategies for maximum impact. Explain methods that can be used to market a short film by Kenya's Ministry of Tourism and Wildlife geared towards increasing domestic tourism (10 marks)
 - b) Identify five ethical issues in film production that promote a positive industry culture (5 marks)
- 6)
 - a) Film editing refines raw footage and helps construct a cohesive visual story. In reference to Jamuhuri day national celebrations, discuss the film editing techniques that would

enhance the overall viewing experience.
marks)

(10

- b) Identify five personnel that would ensure an effective editing process

(5 marks)