



KARATINA UNIVERSITY
UNIVERSITY EXAMINATIONS
FOURTH YEAR, SECOND SEMESTER EXAMINATION
2024/2025 ACADEMIC YEAR

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

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

DATE: 2/5/2025

TIME: 12.00PM-2.00 PM

INSTRUCTIONS TO CANDIDATES

See Inside

Answer Four Questions: Question one is Compulsory

CCM 411: VIDEO AND FILM PRODUCTION

- 1) You have been commissioned by Karatina University to produce a video documentary showcasing the institution's diverse sports activities. The production should highlight various sporting disciplines and student participation, to strengthen the university's brand identity.
 - a) Describe the pre-production activities that you will undertake to boost the overall quality of the video documentary. (10 marks)
 - b) Explain types of camera shots that will contribute to the visual storytelling and emotional depth of the documentary. (10 marks)
 - c) Describe the types of film sound that you will use to enrich the documentary. (5 marks)
2.
 - a) The Ministry of Health in Kenya plans to produce a film to educate university students on mental health awareness. Explain the components that should be included in the call sheet to ensure a seamless production. (10 marks)
 - b) Discuss the ethical issues that will shape the integrity of the film. (5 marks)
3.
 - a) Film lighting techniques are essential in creating stylized and natural-looking film scenes. Using relevant examples, describe the types of lighting in film that you would use to enhance the visual quality and atmosphere of a video production covering a corporate press conference. (10 marks)
 - b) Explain the elements you will include in the shooting schedule. (5 marks)
4.
 - a) Mazingira non-governmental organization is currently involved in designing a film set for a climate change awareness campaign video. As the assistant communication officer, how would you make the film set ensuring alignment with the organization's objectives and the intended message (10 marks)
 - b) Describe the skills of a good film set designer. (5 marks)
5.
 - a) Explain methods that can be used to market a short film by Kenya's Ministry of Environment, Climate Change and Forestry geared towards promoting environmental conservation. (10 marks)

- b) Identify the emerging trends that have revolutionized film production. (5 marks)
6. a) Finding film audiences is the first step in the production distribution campaign. In reference to a vlog that you have produced describing beekeeping in Nyeri County, discuss the techniques for identifying your audience. (10 marks)
- b) Identify the camera angles that help immerse viewers in the film's visual world (5 marks)