



TECHNICAL UNIVERSITY OF MOMBASA
Faculty of Business & Social Studies

DEPARTMENT OF MEDIA & GRAPHIC DESIGN

UNIVERSITY EXAMINATIONS FOR DEGREE IN
BACHELOR OF JOURNALISM AND MASS COMMUNICATION
(VIII, SI)

BMC 4301: EDITING SKILLS FOR MULTIMEDIA

END OF SEMESTER EXAMINATIONS

SERIES: APRIL 2015

TIME: 2 ½ HOURS

INSTRUCTIONS:

- This paper consists of **TWO** Sections A & B.
- Section A is **Compulsory**.
- Answer any other **ONE** questions in Section B.

This paper consists of Two printed pages

SECTION A (Compulsory)

QUESTION 1

Rich media advertising consist of using a combination of graphics with still shots, video, audio or animation.

Using media elements provided, create a 30 sec rich media video for a client that communicates the client primary services and business location.

- Export the finished project to file named MY MEDIA
- Video format Mpeg 4

(40 marks)

SECTION B (Answer any ONE Questions)

QUESTION 2

Using media elements provided, design a simple 2 page multimedia enabled website that communicate clients primary services.

(30 marks)

QUESTION 3

Using images provided, design a simple A4 brochure that communicates clients primary services.

(30 marks)

QUESTION 4

Create a stylistic and impactful multimedia message urging youths to stop drug abuse.

(30 marks)