



TECHNICAL UNIVERSITY OF MOMBASA
Faculty of Business & Social Studies

DEPARTMENT OF MEDIA & GRAPHIC DESIGN

DIPLOMA IN MASS COMMUNICATION
(DMAC IV)
PRACTICAL

BMC 2212: ADVANCED VIDEO EDITING SKILLS

SPECIAL/SUPPLEMENTARY EXAMINATIONS

SERIES: FEBRUARY 2015

TIME: 2 HOURS

INSTRUCTIONS:

- YOUR FINAL SUBMISSION WILL INCLUDE:
TWO COPIES OF FINAL WORK PRINTED ON DVD SUBMISSIONS MUST BE
ONE WEEK BEFORE EXAM

This paper consists of Two printed pages.

PRACTICAL

Create a 30 second commercial for a client. (70 marks)

Guidelines

1. Make a project plan and schedule by interviewing a client.
2. Identify the goals, audience and purpose for the commercial based on the client's objectives.
3. You can include still images that incorporate transitions and effects.
4. Use voice over, background music and sound effects.

Your final submission must include:

1. Project proposal with talent (actors) identified if applicable.
2. Shot list
3. Draft script or storyboard
4. Draft of interview questions and feedback for client assessment.
5. Two copies of final work printed on DVD.