



TECHNICAL UNIVERSITY OF MOMBASA
Faculty of Business & Social Studies

DEPARTMENT OF MEDIA & GRAPHIC DESIGN

DIPLOMA IN GRAPHIC DESIGN
(DGD V)

BGD 2306: PHOTOGRAPHY AND VIDEO TECHNIQUE III

SPECIAL/SUPPLEMENTARY EXAMINATIONS

SERIES: FEBRUARY 2015

TIME: 2 HOURS

INSTRUCTIONS:

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

This paper consists of Three printed pages.

SECTION A (Compulsory)

QUESTION 1

- a) Explain the following frame mobility technique
- i) Panning (3 marks)
 - ii) Tilting (3 marks)
 - iii) Dollying (3 marks)
- b) Define the following branding concepts.
- i) Station ID (2 marks)
 - ii) Bumpers (2 marks)
 - iii) Lower thirds (2 marks)
- c) Distinguish between a commercial and a public service announcement. (4 marks)
- d) Explain the following concepts:
- i) Animating object position (2 marks)
 - ii) Animating object scale (2 marks)
 - iii) Animating object rotation (2 marks)
- e) Define the following compositing technique:
- i) Superimposition (1 marks)
 - ii) Keying (1 mark)
 - iii) Luma mattes (2 marks)

SECTION B (Answer any TWO questions)

QUESTION 2

- a) Explain any **FOUR** video characteristic that should be taken into consideration when specifying motion graphics. (12 marks)
- b) Kamau is designing a show opener for a local movie. Advise him on how he can compose text that can be easily read on screen. (8 marks)

QUESTION 3

Briefly discuss how the following factors can assist you in designing effective video graphics:

- a) Aspect ratio
- b) Essential area
- c) Readability
- d) Colour
- e) Animated graphics (20 marks)

QUESTION 4

- a) Discuss how the following factors can limit a graphic designers potential. **(12 marks)**
- i) Budgetary constraints
 - ii) Time
 - iii) Client biases
- b) Highlight **FOUR** obstacles to designers creative thinking. **(8 marks)**

QUESTION 5

- a) With the aid of a simple floor plan sketch design a set for a cooking show program. Your plan should indicate camera position and ligatplot. **(15 marks)**
- b) Suggest a standard set unit that can be used to construct the above environment and explain your choice. **(5 marks)**