



TECHNICAL UNIVERSITY OF MOMBASA
School of Humanities & Social Sciences

DEPARTMENT OF COMMUNICATION STUDIES

DIPLOMA IN MASS COMMUNICATION
(DMAC IV)
PRACTICAL

BMC 2212: ADVANCED VIDEO EDITING SKILLS

SUPPLEMENTARY/SPECIAL EXAMINATIONS

SERIES: JUNE/JULY 2015

TIME: 2 WEEKS

INSTRUCTIONS:

- THIS IS A PRACTICAL EXAM
- YOU WILL SUBMIT: 1. PROJECT PROPOSAL
2. TWO COPIES OF FINAL WORK PRINTED ON DVD

This paper consists of Two printed pages.

PRACTICAL

Commercials are short, stylistic, impactful video used to sell products, goods, services and even political companies.

Work with a local client to create a 30 sec commercial.

Identify the goals, audience and purpose for the commercial based on the client wishes.

Guidelines

1. You can use still images that incorporate transitions and effects.
2. Include voice over and musical score.
3. Apply copyright citation and fair use guidelines where applicable.