



THE MOMBASA POLYTECHNIC UNIVERSITY COLLEGE

Faculty of Business & Social Studies

DEPARTMENT OF MEDIA & GRAPHIC DESIGN

DIPLOMA IN GRAPHIC DESIGN
(DGD II)

DGD 387: T.V PRODUCTION BASICS

END OF SEMESTER EXAMINATIONS

SERIES: SEPTEMBER/OCTOBER 2011

TIME: 2 HOURS

INSTRUCTIONS:

- Answer question **ONE (Compulsory)** and any other **FOUR**.
- Answer a total **FIVE** questions.

QUESTION 1 (Compulsory)

- a) Identify and explain any **FOUR** camera movements suitable for a subject on motion. **(8 marks)**
- b) Explain the sequence a camera shots one would use to illustrate a story. **(6 marks)**
- c) State the significance of extreme close up shots in a programme. **(6 marks)**

QUESTION 2

- a) List the **FOUR** main terminologies used to show action and time in a production. **(8 marks)**
- b) Highlight the importance of visual effects in a programme. **(6 marks)**
- c) Distinguish between fading and still image. **(4 marks)**

QUESTION 3

- a) Explain the importance of pre-production in a programme. **(4 marks)**
- b) Outline **FOUR** qualities of a good television programme. **(8 marks)**
- c) Explain **FOUR** effects Shot misinterpretation would have on production. **(8 marks)**

QUESTION 4

- a) Explain **FOUR** important functions of advertising. **(12 marks)**
- b) Identify any **FOUR** advertising media available in Kenya. **(8 marks)**