



# TECHNICAL UNIVERSITY OF MOMBASA

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SCHOOL OF HUMANITIES AND SOCIAL SCIENCES

DEPARTMENT OF COMMUNICATION STUDIES

**UNIVERSITY EXAMINATION FOR:**

**BACHELOR OF JOURNALISM AND MASS COMMUNICATION**

**BMC 4212: TELEVISION PRODUCTION**

**END OF SEMESTER EXAMINATION**

**SERIES: APRIL 2016**

**TIME: 2 HOURS**

**DATE: Pick Date Apr 2016**

## **Instructions to Candidates**

You should have the following for this examination

*-Answer Booklet, examination pass and student ID*

This paper consists of five questions. Attempt question ONE (Compulsory) and any other TWO questions.

**Do not write on the question paper.**

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## **PROJECT**

### **Eclectic Television News Production**

This is a 10 minute screen time assignment. You will work in groups of 5 members. You will assign each member a specific task that will work towards the successful realisation of the project Goals.

*Goals:*

- Mix forms of news language according to the needs of your subject
- Direct a documentary with a screen time of exactly 10 minutes in length

*Write a proposal*

Meet as a group and consider the various ideas you have for a good TV news story. Select one good idea from the rest and do further research for information. Write a proposal to convince your reader (me) beyond the shadow of doubt that you can make a film of impact and significance.

Remember:

A good documentary:

- Tells a good story
- Changes us by evoking our emotions as well as by supplying a necessary framework of information and facts
- Usually takes a critical view of some aspect of the human condition
- Dramatizes human truths, both large and small, by showing them in action
- Usually needs you to supply the traditional dramatic ingredients –characters, exposition, building tension between opposed forces, confrontation, climax, and resolution.
- Is made from a passionate involvement

*Steps:*

- 1) Write a subject description and working hypothesis
- 2) Write a treatment by reworking your research material into a narrative. Write in the present tense, using a new paragraph for each sequence, describing only what will be seen and heard from the screen. Write evocatively, imagining where necessary what will happen so that the reader “sees” the attractive film that you hope and expect to make
- 3) Make a shooting schedule to show your shooting dates and arrangements.
- 4) Make a provisional budget covering all phases to indicate how you will fund your film
- 5) Obtain the permissions you need to shoot
- 6) Shoot
- 7) Edit first assembly
- 8) Fine cut
- 9) Show to one or more trial audience
- 10) Finalize sound by mixing and equalising tracks
- 11) Submit for evaluation

## Evaluation Rubric for Documentary/Feature

### Stage 1: Documentary/Feature Planning Elements 30 marks

Category	Excellent 20-30	Good 10-20	Can be made better 5-10	Poor 0-5	SCORE
The Pitch	The pitch presents a creative, clear theme, point and message. The main idea is clearly defined	The pitch has a main idea, but some information doesn't fit	The pitch has a weak or unclear main idea	The pitch does not present a main idea	
Narrative	The storyline has a clear organized structure and flows logically. Premise or issue is up front and introduced powerfully	The storyline has an organizing structure but needs improvement. Premise/issue being investigated is clear	The storyline is disorganised	No attempt at organising structure is in place	
Documentary Format	The intended documentary style is clear and easily identified	Documentary style can be identified	Documentary style is difficult to identify	No documentary style is apparent	
Screenplay/screenplay	The screenplay is developed from the narrative into scenes & visually describes the setting, characters' actions and reactions. Each scene is well defined and structured	The screenplay is developed from the narrative and adequately describes the setting, characters, actions and reactions	The screenplay lacks coherence and doesn't describe scenes well	No script or developed	
Research Information	Information used is accurate, authenticated and well researched	Research information is adequately researched but needs improvement	Information is not well researched and authenticated	No apparent research of information	
Interviews/journalism	Interview questions are well formulated and planned. Participants and provided with questions before hand.	Interview questions are adequate and contacts made.	Interview questions not well formulated and planned	No interview questions prepared on contacts made.	
Information sources	A range of sources/material is identified and reliable sources are cited	Uses only one or two reliable sources	Uses mostly questionable sources	Does not use outside sources	
Audience	Strongly considers and identifies intended audience i.e. race, culture, age, etc	Shows some consideration of intended audience	Doesn't adequately consider and identify audience	No consideration audience	

**Stage 2. Documentary/ Feature Production Elements 16 Marks**

Category	Excellent 10-16	Good 6-10	Can be Made Better 4-5	Poor 0-4	Score
Storyboard	Storyboard is logical and well organized. Shots match the working scripts or screenplay. Illustrations convey information clearly. Each panel indicates the type of shot. E.g. CU	Storyboard matches script illustrations are clear but could improve	Storyboard does not match shots and script	No storyboard apparent	
Camera Work	Shots are in focus, well framed and exposed. Tripod or monopod used for steady shots	Shots are quite well framed and steady, but some improvement is necessary	Shots lack clarity and at times are out of focus or unsteady	Poor camera work make the shots unclear	
composition	Shots are well composed, interesting and shot from a variety of perspectives and angles	Shots are quite well composed but perspectives and angles would improve	Shots not well composed or framed. Shots lack variety	Shots are haphazard and uninteresting	
Sound	Recorded sound is clear. An external microphone is used for interviews	Recorded sound is quite clear and acceptable	Recorded sound is not of high quality. Background sound is distracting	Recorded sound quality is poor and heard to hear	
Light	Light is used well to enhance shots. Natural light is used to advantage. Subjects are well lit, portable light used where necessary	Light is quite well used on most occasion to enhance shots	Light not used to advantage	No attention given to light	
Supporting Media Elements	A variety of media elements to support the point of view and main idea e.g. photographs, maps, diagrams	Media elements support the point of view, but are not compelling.	Media elements do not support the point of view.	No supporting media elements are used.	
Organisation	The production team is well organised. Each person understands their role and responsibility	Organisation and role definitions and understanding is adequate	Production team needs to be better organised	No organisation apparent	

**Stage 3 Documentary/Feature Editing Elements (24marks)**

Category	Excellent 16-24	Good 10-15	Can be Made Better 6-9	Poor 0-5	Score
Use of Editing software 4marks	Software editing package is used creatively and competently to create good information flow and logical cuts.	Software editing package is used reasonably well.	Software editing package needs greater understanding.	Software package not used well	
Variety/Pacing	Changes the screen image and/or audio on a regular basis to engage the audience. Cut away shots are used to advantage.	Changes media sometimes engage audience, but pacing could be improved.	Uses some shot variety, but doesn't engage audience.	Uses only an interview with no other media or cut away shots.	
Continuity	Continuity is seamless and shots match together. Match action edits are used well. Different camera angle shots edited together create interest.	Shots match and flow into one another quite well.	Continuity needs improvement as shots don't flow together well.	Shots disjointed and uninteresting.	
Transitions and Effects	Transitions and effects used sparingly to complement the message and information flow.	Transitions used quite well but could be improved.	Use of transitions is overdone.	Transitions detract from message.	
Voice Over	Voice matches documentary genre, message and situation with pacing and tone. Voice lacks necessary pacing, tone and clarity to be effective.	Voice is clear, effective and well projected. Appropriate language is used.	Voice is clear, but pacing and tone could improve.	Voice is ineffective.	
Sound/ Music	Musical score and locational sound complement and enhance message and location. Sound levels don't detract from spoken dialogue.	Music and locational sound used quite effectively to complement message.	Music doesn't adequately match and complement message.	No music used or music detracts from message.	
Titles and Credits	Titles are creative and on screen titles and credits are used to convey important and relevant information.	Titles are generally well done	Titles need improvement.	No titles used.	