



TECHNICAL UNIVERSITY OF MOMBASA

SCHOOL OF HUMANITIES AND SOCIAL SCIENCES

DEPARTMENT OF COMMUNICATION STUDIES

UNIVERSITY EXAMINATION FOR:

DIPLOMA IN PUBLIC RELATIONS

HPR 2203: CORPORATE VIDEO PRODUCTION

END OF SEMESTER EXAMINATION

SERIES: AUG 2019

TIME: 2HOURS

Instructions to Candidates

You should have the following for this examination

-Examination Pass and Student ID

This is a Desktop publishing and design project to be done using the InDesign CS program.

Grading is on a continuous basis and you are therefore expected to attempt all tasks.

Do not write on the question paper.

PROJECT

Audio visual content plays a major role in corporate communication. You work at TUM corporate communications office and you are required to prepare a content about the institution to be aired during the graduation ceremony. In groups of not more than five, you will produce a documentary not exceeding 10 minutes.

You are required to adhere to the following:

1. Provide a script for the program (20Marks)
2. Agree with the supervisor on the scripts before production (20Marks)
3. Produce the content and proceed to edit using adobe premiere pro (30Marks)
4. Export project and save on a DVD properly labeled with your name and student number.

