



TECHNICAL UNIVERSITY OF MOMBASA

Faculty of Business & Social Studies

DEPARTMENT OF MEDIA & GRAPHIC DESIGN

DIPLOMA IN GRAPHIC DESIGN

(DG IV)

BGD 2216: PHOTOGRAPHY, TV & VIDEO TECHNIQUE II

SUPPLEMENTARY/SPECIAL EXAMINATIONS

SERIES: JULY 2014

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) Describe a storyboard and explain why it is important. **(5 marks)**
- b) Camera angle can be defined in terms of objective and subjective. Explain. **(5 marks)**
- c) Highlight principal stages of moving from raw video footage to a complete DVD movie. **(6 marks)**
- d) Give **THREE** examples of tapeless video recording media. **(3 marks)**
- e) Explain **FOUR** advantage of tapeless video recording. **(4 marks)**
- f) Compare linear with non-linear video editing. **(5 marks)**
- g) Define the following as used in digital photography:
 - i) White balancing **(1 mark)**
 - ii) Auto focus **(1 mark)**

SECTION B (Answer any TWO questions)

QUESTION 2

Using the storyboard templates provided with the exam paper produce a storyboard for the script below. The storyboard must contain no more than 15 shots and should demonstrate close attention to coverage. **(20 marks)**

INT. COMPUTER ROOM MID DAY

IT Technician sitting at a computer terminal. He's sweating and nervous. He types furiously.

B.B and Arthur walks in, BOB is tall and slender ARTHUR is short and chubby. BOB Picks a file folder from the table and opens. He gives ARTHUR a dirty look and hands him the file.

ARTHUR
(Muttering)

I don't think this is what we need

ARTHUR hurries out of the room

.....END OF
SCENE.....

QUESTION 3

There are several aspect to consider when designing video graphics. Discuss any **FOUR** aspects.

(20 marks)

QUESTION 4

With the aid of an example briefly discuss the following previsualization tools

- a) Overheads **(5 marks)**
- b) Storyboards **(5 marks)**
- c) Shot lists **(5 marks)**
- d) Shoooting script. **(5 marks)**

QUESTION 5

- a) Define the following video effects: **(10 marks)**
 - i) Superimposition
 - ii) Chroma key
 - iii) Mate key
 - iv) Wipe
 - v) Normal key
- b) Explain the application of video effects in 5 a) above. **(10 marks)**