



TECHNICAL UNIVERSITY OF MOMBASA

School of Humanities and Social Sciences

Department of Communication Studies

UNIVERSITY EXAMINATION FOR:
BACHELOR OF BROADCAST JOURNALISM
HBJ 4409: CORPORATE VIDEO PRODUCTION
END-OF-SEMESTER EXAMINATION
SERIES: ORDINARY EXAMS
AUGUST: 2024 SERIES
TIME: PRACTICAL PROJECT
DATE: AUGUST 2024

General Instructions to Candidates

For ALL the FOUR tasks you should have a Bible of evidence demonstrating your production followed the following process:

- i. STEP 1: Process of planning and developing your video concept with your end goal in mind,
- ii. STEP 2: Written script demonstrating the following:
 - Created a video brief
 - How you turned your core message into a story
 - Use of graphics, music, sound effects etc
 - Tweaking process for your message and achievement of objectives
 - Ensure you include storyboards and shortlists in your script



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- iii. STEP 3: Process of casting the video
- iv. STEP 4: Filming the video
- v. STEP 5: Editing and post-producing footage

(10 Marks)

TASK ONE (15 Marks)

Corporate Training Video (individual task)

The candidate is required to produce a corporate training video of Technical University of Mombasa on any aspect of life in the university such as etiquette, Empathy, employee relations, Mental health, etc

TASK TWO (15 Marks)

Corporate Video Ad (individual task)

Corporate Video for Communication Studies Department

Develop a Strategic Brand Plan to meet your Client's Brief.

Requirement: You will produce a 3 minute corporate video for the Department of Communication Studies of Technical University of Mombasa. Your work should demonstrate the ability to use multimedia production techniques: Animation, graphics, storyboarding, script etc.

TASK THREE (25 Marks)

Video Testimonial Group work)

Corporate Video for Technical University of Mombasa

Develop a Strategic Brand Plan to meet your Client's Brief.



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Requirement: In a group of FOUR you will produce a 3-5-minute corporate video testimonial for Technical University of Mombasa. Your work should demonstrate an ability to use multimedia production techniques: Animation, graphics, storyboarding, script etc. You will choose to focus on the whole entity of TUM, School, Institute, or Department (excluding Communication studies). Your work should be accompanied by visual aids such as storyboards, script, animation, graphics etc.

Milestone 1 (10)

Decide on which area of TUM you want to work on. Research about the School, Institute, Department's activities. Write a proposal linking it to your client to enable the brand agencies to pitch for the job.

Milestone 2 (15)

You will produce a corporate video. The corporate video is intended to build and improve perceived brand value and equity by leveraging the brand campaign and activities proposed in Milestone One.

The proposed message and concept must be communicated with consistency, relevance and logical recommendations shown among each marketing tool regarding the selected brand strategy.

You will have to support your recommendations with facts/data/statistics relevant to the following elements (but not limited to):

- i) Target market,
- ii) Brand positioning,
- iii) Social entrepreneurial ship concept,
- iv) Branding and marketing objectives,
- v) Recommended budget and timing.
- vi) All visual aids (storyboard and script) should be attached.

TASK FOUR (25Marks): Group work)



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Video Case Study/Product Demo/Product Launch/Employee Onboarding

Corporate Video for an External Organization

Develop a Strategic Brand Plan to meet your Client's Brief.

Requirement: In a group of FOUR you will produce a 3-5-minute corporate video for an organization of your choice accompanied by visual aids such as storyboards and script, animation, graphics etc. Your video could be one of the following: **Video Case Study/Product Demo/Product Launch/Employee Onboarding**

Milestone 1 (10Marks)

You will identify your client. Research about the client's activities. Write a proposal linking it to your client to enable the brand agencies to pitch for the job.

Milestone 2 (15 Marks)

You will produce a corporate video for your client. The corporate video is intended to build and improve perceived brand value and equity by leveraging the Social Entrepreneurship campaign and activities proposed in Milestone 1.

The proposed message and concept must be communicated with consistency, relevance and logical recommendations shown among each marketing tool in terms of the selected brand strategy.

You will have to support your recommendations with facts/data/statistics relevant to the following elements (but not limited to):

- i) Target market,
- ii) brand positioning,
- iii) Social entrepreneurial ship concept,
- iv) Branding and marketing objectives,
- v) Recommended budget and timing.
- vi) All visual aids (storyboard and script) should be attached.

SUBMISSION PORTFOLIO (10Marks)



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You will submit a portfolio of all the pieces of assignment in ONE folder. The Folder should contain the following:

1. Your Curriculum Vitae
2. **REFLECTIVE ESSAY :(INDIVIDUAL WORK)** a 1000-word reflective essay on how you journeyed through all the tasks. It should address the following:
 - What your expectations were as you enrolled for this course
 - What you knew before you entered the class
 - What you found out
 - What new knowledge you have gained in the course
 - How you will use the knowledge in the field
 - What challenges you faced
 - How you resolved them
 - Conclusion
3. Evidence of research made on all the tasks
4. Proposals, which **MUST** indicate evidence of pitching, treatment, budgets and shooting schedules for each project

Date of Submission: The date for the Exam as per the timetable



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