



TECHNICAL UNIVERSITY OF MOMBASA

SCHOOL OF HUMANITIES AND SOCIAL SCIENCES

DEPARTMENT OF COMMUNICATION STUDIES

UNIVERSITY EXAMINATION FOR:

DIPLOMA IN GRAPHIC DESIGN

HGD 2211: MOTION GRAPHICS

END OF SEMESTER EXAMINATION

SERIES: AUGUST 2024

TIME: 2 hours

DATE: AUGUST 2024

PAPER ONE

Instruction to Candidates

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

Question 1: Fundamentals of Motion Graphics (20 marks) - Compulsory

a) Define the following terms as they relate to motion graphics:

I. Motion Graphics

II. Animation

III. Compositing

IV. Storyboard

V. Sequence Composition

- b) Discuss the importance of motion graphics in contemporary media. Provide examples of its application in at least three different media platforms.
 - c) Explain the role of a storyboard in the motion graphics production process. Describe the key elements that should be included in an effective storyboard.
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Question 2: Production Techniques (20 marks)

- a) Describe the roles and responsibilities of the following production crew members: I. Director II. Camera Operator III. Lighting Technician IV. Editor V. Production Designer
 - b) Explain the difference between Multi-camera Production and Electronic Field Production (EFP). Provide examples of scenarios where each technique would be appropriate.
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Question 3: Visual Communication Technologies (20 marks)

- a) Discuss the use of animation in motion graphics. Describe the steps involved in the animation process.
 - b) Explain how interactive media can enhance user engagement in motion graphics projects. Provide examples of interactive media applications.
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Question 4: Lighting and Camera Techniques (20 marks)

- a) Explain the significance of different types of lighting techniques in motion graphics. Describe the following types of lighting: I. Key Light II. Fill Light III. Back Light IV. Ambient Light
 - b) Describe the various types of camera shots used in motion graphics. Provide examples of how each type of shot can contribute to the storytelling process.
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Question 5: Post-production and Media Applications (20 marks)

- a) Discuss the role of post-production systems in motion graphics. Explain the processes involved in post-production, including editing, audio mixing, and special effects.

b) Analyze the use of motion graphics in network branding, commercials, and public service announcements. Provide examples of successful campaigns that utilized motion graphics effectively.