



TECHNICAL UNIVERSITY OF MOMBASA

School of Humanities and Social Sciences

Department of Communication Studies

UNIVERSITY EXAMINATION FOR:

DIPLOMA IN MASS COMMUNICATION

HBJ 4201: STUDIO TECHNICAL OPERATIONS & MANAGEMENT

END OF SEMESTER EXAMINATION

SERIES: DECEMBER 2024

TIME: 14 WEEKS Choose hours

DATE: Pick DateDec2024

Instructions to Candidates

You should have the following for this examination

-Answer Booklet, examination pass and student ID

This is a project paper Choose No. Attempt ALL questions.

Do not write on the question paper.

Project Title: Studio Setup and Live Production Execution

Objective

The purpose of this practical project is to assess your comprehensive understanding of studio technical management and operations. You will be required to apply your knowledge and skills acquired throughout the course to design, set up, and execute a live studio production. This project will demonstrate your abilities in planning, equipment management, workflow optimization, troubleshooting, and budget management.

Project Description:

Work in groups to plan and execute a live studio production that simulates a real-world scenario. You will be responsible for designing the studio layout, selecting and setting up equipment, managing the production schedule, and ensuring smooth operations during a live recording session. Each group must submit a detailed project report and deliver a live presentation demonstrating their setup and execution process.

Project Requirements:

Studio Design and Layout (20%)

1. Create a floor plan that outlines the setup of audio, video, and lighting equipment.
2. Justify the choice of equipment and its positioning to ensure efficient workflow and optimal signal flow.
3. Demonstrate proper cabling, connectivity, and organization to minimize interference and technical issues.

Production Planning and Scheduling (15%)

1. Develop a detailed production workflow, including a schedule that outlines each phase of the live production.
2. Allocate responsibilities to team members and demonstrate effective resource management.
3. Include contingency plans to address potential technical issues or delays.

Equipment Setup and Configuration (20%)

1. Set up and configure audio, video, and lighting equipment based on the planned layout.
2. Demonstrate knowledge of equipment operation, signal flow, and technical specifications.
3. Implement safety protocols and best practices during the setup.

Live Production Execution (30%)

1. Conduct a 10-15 minute live production (e.g., a news segment, talk show, or panel discussion) that demonstrates the efficient operation of the studio setup.
2. Monitor and control the quality of audio and video output, applying quality control techniques learned in the course.
3. Address any technical issues that arise during the live session, showcasing troubleshooting skills.

Budget and Cost Management (10%)

1. Create a detailed budget plan that includes all costs associated with setting up the studio and running the live production.
2. Justify budget decisions and demonstrate cost-effective solutions without compromising production quality.

Project Report and Presentation (5%)

1. Submit a comprehensive report that covers all aspects of the project, including studio design, equipment setup, production planning, and budget analysis.
2. Deliver a final presentation to an instructor panel summarizing the project process, challenges faced, and solutions implemented. The presentation should include visuals such as diagrams, photos, and video clips to support the explanation.

Submission Guidelines

- ✓ **Report:** Must be a minimum of 10 pages, double-spaced, in APA format. It should include diagrams, images, and tables to support the setup and budget explanations.
- ✓ **Presentation:** 10-15 minute presentation with a Q&A session. Use PowerPoint or any other visual aid to highlight key aspects of the project.
- ✓ **Live Production:** Recorded video of the live production to be submitted along with the report.

Evaluation Criteria

Criteria	Percentage
Studio Design & Layout	20%
Production Planning and Scheduling	15%
Equipment Setup and Configuration	20%
Live Production Execution	30%
Budget and Cost Management	10%
Project Report and Presentation	5%
Total	100%

Note

You are encouraged to utilize the core and reference materials listed in the syllabus for guidance on technical setup, production planning, and equipment management. Collaboration with team members is crucial for a successful project. This practical project aims to mirror real-world studio production environments, providing you with hands-on experience that prepares you for industry roles.

Deadline: The final report, video submission, and presentation will be due on the last week of the semester. Specific dates will be provided by the lecturer.