



TECHNICAL UNIVERSITY OF MOMBASA

School of Humanities and Social Sciences
Department of Communication Studies

**UNIVERSITY EXAMINATION FOR:
DIPLOMA IN MASS COMMUNICATION
HMC 2105: TELEVISION PRODUCTION TECHNIQUES I
END OF SEMESTER EXAMINATION
SERIES: AUGUST 2024**

TIME: 2 HOURS

DATE: Pick Date Aug 2024

Instructions to Candidates

You should have the following for this examination

-Answer Booklet, examination pass and student ID

This paper consists of ~~Choose No~~ questions. Attempt ~~ALL~~ questions.

Do not write on the question paper.

An NGO advocating for girl child education in Kwale and Kilifi counties have approached your media organization to come up with a 15 minute drama sponsored programme to address early marriage societal challenge.

Required

Question ONE

Develop a 15 minutes' drama script for your client in either English or Kiswahili. Your drama must be in a local setting that the audience can easily identify with

(50 Marks)

Question TWO

Write a budget for your proposal considering all the costs in the above and below line production process (20 marks)



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Type unit name.

PROJECT MARKING RUBRIC

1. Marking rubric for TV drama Total 50 marks group project



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	10	6	4	2
Conventions	There are no grammar, capitalization, spelling, or punctuation errors in the final draft.	There are few grammar, capitalization, spelling, or punctuation errors in the final draft.	There more then a few grammar, capitalization, spelling, or punctuation errors in the final draft.	The final draft has many grammar, capitalization, spelling, and punctuation errors.
Clarity & Organization	The story is very well organized. One idea or scene follows another in a logical sequence with clear transitions.	The plot is well organized. One idea or scene may seem out of place. Clear transitions are used..	The plot is a little hard to follow. The transitions are sometimes not clear.	Ideas and scenes seem to be randomly arranged.
Characters	The main characters (2- 4) are named and clearly described. Dialogue and stage directions expand character development.	The main characters (2-4) are named and described. Dialogue and stage directions somewhat expand character development.	The main characters are named. Dialogue and stage directions have limited expansion of character development.	It is hard to tell who the main characters are. There is only 1 main character.
Direction and Format	Thorough thought and understanding are demonstrated regarding stage directions, camera shots/movement and script format.and interpretations clear, and clearly identified.	Stage directions and camera shots/movements are appropriate. Proper script format has been utilized, demonstrating a good general understanding.	Stage directions and camera shots/movements are appropriate. Proper script format has been utilized, demonstrating a good general understanding.	Thorough thought and understanding are demonstrated regarding stage directions, camera shots/movement and script format.
Story and Creativity	Solid 3-Act Story that contains many creative details and/or descriptions to enhance the story.	Solid 3-Act Story that contains creative details and/or descriptions to enhance the story..	Basic 3-Act Story exists. The story contains a few creative details and/or descriptions, but they distract from the story.	No 3-Act Story. Little or no imagination/creativity in storyline.

Budget rubric

Use this rubric as a guide for marking the program budget total 20 marks

	5	3	2	1
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Preproduction	Elements are clearly outlined that needs budgeting including below the line costs	Has good understanding of pre-production costs but missed out some elements	Elements are mentioned but mixed up that require budgeting	Little or no knowledge of pre-production elements That require budgeting
Production	Clearly stated all elements that need to be budgeted for during production including below the line costs	Have ability to mention the elements but missed out on how they can be clearly budgeted	Difficult to determine the elements during production and assigning costs.	Missed out on most elements during production that require budgeting. .
Post production	Ability to determine what elements are involved during post production and assigning costs correctly. Including below the line cost	Left out some elements involved during the post production process	Left out fairly some elements involved during the post production process	Left out most elements involved during post production that require costs to be assigned
Distribution	Correctly identifying marketing promotional tools and assigning costs correctly.	Left out few elements during distribution process	Let out fairly some elements that need costs to be assigned during the distribution stage	Left out most promotional tools during promotional and marketing/Distribution
Miscellaneous	Correctly outlining and forecasting costs that could be incurred during the entire process of production	Left out few additional costs in the entire production process	Left out fairly additional costs that could be incurred during the entire production	Left out most additional costs that be incurred during the entire production

