



TECHNICAL UNIVERSITY OF MOMBASA

School of Humanities and Social Sciences

Department of Communication Studies

UNIVERSITY EXAMINATION FOR:
DIPLOMA IN MASS COMMUNICATION
HMC 2209: ADVANCED VIDEO EDITING
END OF SEMESTER EXAMINATION

SERIES: AUG 2024

TIME: 2HOURS

DATE: ~~Pick Date~~ Aug 2024

Instructions to Candidates

The completed project should be handed in on a CD.

When handing over your project, ensure the CD contains the following structure:

I) Folder - FINAL

This folder contains the exported/completed final music video file, properly named.

II) Folder - RAW FILES

This folder should contain all raw footage/files used to make the music video.

III) Folder - PROJECT FILE

This folder should contain the Adobe Premiere Project file for the project (music video). It should be able to open up the project using the raw files in Folder ii above.

NB:

The CD should be handed in with a brief summary of details of student identification.

Student Identification Summary:

Name: [Student's Full Name]

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Registration No: [Student Reg. ID Number]

Course: [Course Name]

Unit: [Unit Name]

Date of Submission: [Date]

Additional Instructions:

Ensure that the final music video is polished and professional in quality.

Use appropriate transitions, effects, and color grading techniques to enhance the visual appeal.

Pay attention to synchronization between the audio track and the video footage.

The project should demonstrate creativity, technical proficiency, and effective storytelling.

Plagiarism or unauthorized use of copyrighted material is strictly prohibited.

Late submissions will incur penalties as per the course guidelines.

Assessment Criteria:

Creativity and Originality (30%)

Technical Proficiency (30%)

Visual Appeal and Editing Techniques (20%)

Synchronization and Storytelling (15%)

Compliance with Instructions (5%)

Submission Deadline: APR

Note: Please adhere to the given instructions carefully. Good luck with your project! If you have any questions or concerns, feel free to contact for clarification.

QUESTION

EXAM/PROJECT QUESTION:

1. Choose an audio song of your choice. Shoot relevant footage within precincts of TUM and edit them to make a professional music video. Include subtitles of the lyrics.