



TECHNICAL UNIVERSITY OF MOMBASA

Faculty of Business & Social Studies

DEPARTMENT OF MEDIA & GRAPHIC DESIGN

DIPLOMA IN GRAPHIC DESIGN

(DG IV)

BGD 2216: PHOTOGRAPHY & VIDEO TECHNIQUE II

END OF SEMESTER EXAMINATIONS

SERIES: DECEMBER 2013

TIME: 2 HOURS

INSTRUCTIONS:

- This paper consists of **TWO** Sections **A & B**.
- Section **A** is **Compulsory**.
- Answer any other **TWO** questions in Section **B**.

This paper consists of FOUR printed pages.

SECTION A (Compulsory)

QUESTION 1

- a) Define the following digital camera exposure model
- i) 'Aperture priority mode (2marks)
 - ii) Shutter priority mode (2marks)
 - iii) Auto mode (2marks)
- b) Explain any three advantages of the following recording media
- i) Tape – based (3marks)
 - ii) Tape – loss (3marks)
- c) Define the following video editing systems.
- i) A- Roll editing (2marks)
 - ii) A/B Roll editing (2marks)
 - iii) Insert editing (2marks)
 - iv) In camera editing (2marks)
 - v) Software based editing (2marks)
- d) Distinguish between a single column and a two column video scripting format. (4marks)

QUESTION 2

Using the story board templates provided with the exam paper, produce a storyboard for the script below.

The storyboard must contain not more than 15 shots and should demonstrate close attention to continuity and coverage (20 marks)

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INT. STUDENT CANTEEN. MID DAY

FATUMA enters the student canteen where she regularly steps after class. After setting her chapter and beans stew at the counter she sits down at a table by herself staring bluntly into the distance. George a fourth year student whom she had gotten to know over the past year is sitting just two tables away, but she doesn't even see or acknowledge him, George comes over and stands by her table. She bursts out of her deep thoughts and looks up and sees him.

GEORGE

Hey, baby, you didn't even say hi.

FATUMA
Oh, I'M sorry George, I didn't even see you

GEORGE

Alright if I sit?

FATUMA
Oh sure, yeah, pull up a chair

INT. STUDENT CANTEEN. MID DAY

FATUMA enters the student canteen where she regularly stops after class. After getting her chapatti and beans stew at the counter she sits down at a table by herself staring blankly into the distance. George a fourth year student whom she had gotten to know over the last years is sitting just two tables away, but she doesn't even see or acknowledge him. George comes over and stands by her table. She breaks out of her deep thoughts and looks up and sees him.

GEORGE
Hey baby, yu din't even say hi.

FATUMA
Oh, I'm sorry George, I didn't even see you

GEORGE
Alright if I sit?
FATUMA
Oh sure, yeah, pull up a chair

FADE OUT

QUESTION 3

Discuss the conventional screen writing structure.

(20 marks)

QUESTION 4

- a) The following camera settings affect how image is recorded in a shot.
- i) Auto mode
 - ii) Aperture priority mode
 - iii) Shutter priority mode
 - iv) Bulb

You are filming a football match. Explain the setting you would use for your chosen shot and why?

- b) Explain any four uses of a wide angle lens (8 marks)
- c) Define the following photographic terms. (4 marks)

- i) Color temperature
- ii) White balancing

QUESTION 5

- a) Explain how the following factors influences video graphics
 - i) Aspect ratio
 - ii) Essential area
 - iii) Color
 - iv) Style
 - v) Readability
 - vi) Animated graphics

(12marks)
- b) Explain any four standard video effects. (8marks)

INT: OFFICE.DAY

BOB sitting at a computer terminal. He is sweating and nervous. He types furiously.

ARTHUR enters the room carrying a folder.

BoB stops typing and gives him a dirty look. ARTHUR hands him the file folder. BOB opens the folder

BOB

(mothering)

I don't think this is what are need.

ARTHUR

I told you, din't I

BOB grabs the mouse and drags it, he thinks through there hurries out of the room.

----- END OF SCENE -----