

LAIKIPIA



COMM 315

UNIVERSITY

UNIVERSITY EXAMINATIONS

1ST SEMESTER 2025/2026 ACADEMIC YEAR

THIRD YEAR EXAMINATIONS FOR BACHELOR OF ARTS COMMUNICATION AND MEDIA

COMM 315: AUDIO VIDEO PRODUCTION

STREAM: BA COMM AND MEDIA

TIME: 2 HRS

DAY: WEDNESDAY (8.30-10.30AM)

DATE: 04/02/2026

THIS QUESTION PAPER CONSISTS OF THREE (3 PAGES)

PLEASE DO NOT OPEN UNTIL THE INVIGILATOR SAYS SO.

INSTRUCTIONS**ANSWER QUESTION ONE AND ANY OTHER TWO****QUESTION TWO**

- a) Outline five ways you can use to hold the attention of the viewer in a production. **(10 Marks)**
- b) Differentiate between hard copy prompts and soft copy prompts. **(10 Marks)**
- c) Define Video Composition and state the difference between Static and Dynamic composition. **(10 Marks)**

QUESTION TWO

- a) Your major goal as a videographer is to create images which will make your audience want to continue watching your program. Discuss the composition Guidelines and Rules. **(10 Marks)**
- b) Name and discuss any five video editing guidelines. **(10 Marks)**

QUESTION THREE

- a) Give THREE reasons why Off Camera Microphones should be used in production. **(6 Marks)**
- b) A major role for Video Production tools is to enhance, amplify, or explain the message. Discuss this statement citing THREE examples. **(14 Marks)**

QUESTION FOUR

- a) Explain the following basic camera moves: **(8 Marks)**
- | | | |
|------|----------|---|
| i) | Dolly | } |
| ii) | Tracking | |
| iii) | Zoom | |
| iv) | Pan | |
- b) Identify any Four guidelines a Court of Law will use to determine a Videographer intrusion case **(12 Marks)**

QUESTION FIVE

- a) Describe five major advantages of digital video formats over analog video formats.
(10 Marks)
- b) “*3D images have really improved the quality of our screens.*” Briefly discuss this statement in relation with the earlier 2D images.
(10 Marks)