

LAIKIPIA



UNIVERSITY

UNIVERSITY EXAMINATIONS

2ND SEMESTER 2023/2024 ACADEMIC YEAR

THIRD YEAR EXAMINATION FOR BACHELOR OF COMMUNICATION AND ENGLISH LANGUAGE STUDIES

COMM 315/316: AUDIO VIDEO PRODUCTION

STREAM: R

TIME: 2 HRS

DAY: FRIDAY (11.30-1.30PM)

DATE: 12/4/24

THIS QUESTION PAPER CONSISTS OF TWO (2 PAGES)

PLEASE DO NOT OPEN UNTIL THE INVIGILATOR SAYS SO.



INSTRUCTIONS: Answer question **ONE** and any other **TWO** questions

QUESTION ONE (30 MARKS)

- a) Name and describe the **THREE** directional Characteristics of microphones. **(6 Marks)**
- b) Explain the following camera moves:
 - (i) Dolly
 - (ii) Zoom
 - (iii) Trucking **(6 Marks)**
- c) Explain Phase Cancellation and list Four ways of eliminating it. **(6 Marks)**
- d) Briefly discuss the **THREE** ways of compensating digital data loss in CDs. **(6 Marks)**
- e) Differentiate between Linear and non Linear Video editing techniques. **(6 Marks)**

QUESTION TWO

Discuss the **THREE** Video composition Guidelines and any **FOUR** composition Rules **(10 Marks)**

QUESTION THREE

- a) Discuss sound Loudness and sound Frequency as applied to Audio Production **(4 Marks)**
- b) Name and describe six common microphone designs. **(6 Marks)**

QUESTION FOUR

- a) Differentiate between hard copy prompts and soft copy prompts. **(10 Marks)**
- b) Define Video Composition and state the difference between Static and Dynamic composition. **(10 Marks)**

QUESTION FIVE

- a) Describe five major advantages of digital video formats over analog video formats. **(5 Marks)**
- b) “*3D images have really improved the quality of our screens.*” Briefly discuss this statement in relation with the earlier 2D images. **(5 Marks)**

