

LAIKIPIA



UNIVERSITY

UNIVERSITY EXAMINATIONS

1ST SEMESTER 2023/2024 ACADEMIC YEAR

**THIRD YEAR EXAMINATION FOR BACHELOR
OF COMMUNICATION AND MEDIA STUDIES**

COMM 315: AUDIO VIDEO PRODUCTION

STREAM: R

TIME: 2 HRS

DAY: FRIDAY (11.30-13.30PM)

DATE: 8/12/23

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) Differentiate Sound Frequency and Sound Loudness as used in Audio Production **(6 Marks)**
- b) Describe the Five microphone designs **(15 Marks)**
- c) Discuss the Three phases of Production **(9 Marks)**

QUESTION TWO (10 MARKS)

- a) List any TEN categories in costing a production **(5 Marks)**
- b) Differentiate between Below – the – Line and Above – the Line Production Staff **(5 Marks)**

QUESTION THREE (10 MARKS)

- a) Give a brief description on how a Video camera forms the image **(5 Marks)**
- b) Define Composition **(1 Mark)**
- c) Differentiate between Static and Dynamic Composition **(4 Marks)**

QUESTION FOUR (10 MARKS)

- a) Give THREE reasons why Off Camera Microphones should be used in production. **(3 Marks)**
- b) A major role for Video Production tools is to enhance, amplify, or explain the message. Discuss this statement citing THREE examples. **(7 Marks)**

QUESTION FIVE (10 MARKS)

- 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)**

