

MARKING SCHEME

MEDIA TECHNOLOGY

GRADE: 10 (SENIOR SCHOOL)

SECTION A (30 MARKS)

1.

(a) **Identify:** Newspaper (Print Media). (1mk)

(b) **Name:** Billboard. (1mk)

(c) **Distinguish:** Traditional media refers to legacy formats like newspapers, radio, and TV that have a one-way flow of information (3mks). New media refers to digital, interactive, and internet-based platforms like social media and streaming services that allow real-time feedback.

2.

(a) (i) **X:** Lens (Zoom or Prime). (1mk)

(ii) **Y:** Shutter Release Button. (1mk)

(b) **Function:** Allows the photographer to see the exact frame and composition that the lens is capturing before taking the picture. (2mks)

(c) **True/False:** TRUE. (1mk)

3.

(a) — (ii)

(b) — (i)

(c) — (iv)

(d) — (iii)

(e) — (v) (1 mark each)

4.

(a) **Identify:** Condenser Microphone (or Shotgun Microphone). (1mk)

(b) **Accessories:** Boom pole, Windjammer (Deadcat), or Microphone Stand. (2mks)

(c) **Ambience:** The background or atmospheric sounds of a specific location (e.g., birds chirping in a forest) that give the recording a sense of place. (2mks)

5.

(a) **Ownership Types:** Private-owned, Community-owned, Government-owned. (3mks)

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(b) **Advantages:** Promotes local culture/language and addresses specific community needs that national media might ignore. (2mks)

(c) **Roles:** (i) Finance Officer/Accountant, (ii) Editor or Art Director. (2mks)

(d) **Legal Advisor:** Ensures the company complies with media laws (like defamation or copyright), handles contracts, and advises on censorship issues. (3mks)



SECTION B (50 MARKS)

6.

(a) **Phase:** Pre-production. (1mk)

(b) **Steps:** Scriptwriting, Budgeting, Casting, Scheduling/Location Scouting. (4mks)

(c) **Research:** Helps in understanding the target audience, finding accurate facts about conservation in Kwale, and determining the best setting/characters to make the film believable. (4mks)

(d) **Flow Chart:** (6mks)

Pre-production (Ideation & Planning)



Production (Filming & Sound Recording)



Post-production (Editing & Distribution)

7.

(a) **Hazards:** Trailing cables (tripping hazard), overloaded sockets (fire hazard), hot lights near flammable materials. (3mks)

(b) **Mitigation:** Tape down cables using gaffer tape, use cable protectors, and ensure sockets are not overloaded using surge protectors. (3mks)

(c) **Comparison:** A **Tripod** is a stationary three-legged stand for stable, fixed shots; a **Gimbal** is a motorized stabilizer that allows for smooth, fluid movement while the camera is being carried. (4mks)

(d) **Sound Operator:** Responsible for capturing clean dialogue and preventing "clipping" or background noise interference during filming. (2mks)

(e) **Cleaning Kit:** Lens blower, Microfiber cloth, Lens cleaning solution/pen. (3mks)

8.

(a) **Software:** Filmora. (1mk)

(b) **Steps:** **Importing** is the process of bringing raw footage into the editing software. **Exporting** is the final step where the edited project is rendered into a playable file format (e.g., MP4). (4mks)

(c) **Editor Role:** Selects the best takes, cuts footage to maintain rhythm, adds transitions, and syncs audio with video. (3mks)

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(d) **Disadvantage:** Limited processing power for high-resolution 4K files and fewer advanced tools for complex sound mixing or VFX. (2mks)

9.



(a) **Genres:** A: Wildlife, B: Street Photography, C: Portraiture. (3mks)

(b) **Photojournalism:** Acts as a "watchdog" for society by documenting truth, historical events, and social issues to inform the public. (3mks)

(c) **Accessories:** Telephoto lens (to shoot from a distance) and a Tripod/Monopod for stability. (2mks)

(d) **Ethics:** Obtaining **Informed Consent** before taking and publishing a photo of an individual. (2mks)

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