PAN AFRICA CHRISTIAN UNIVERSITY

DEPARTMENT OF COMMUNICATION LANGUAGES AND LINGUISTICS

MAY - AUGUST 2026 EXAM

EXAMINATION FOR BACHELORS IN COMMUNICATION

COM207: PRINCIPLES OF DIGITAL MEDIA AND ONLINE JOURNALISM

FINAL PROJECT (60%) – 6 weeks

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DEADLINE: 30th July, 2026

OBJECTIVE

To evaluate students' ability to plan, produce, and present a compelling multimedia journalism story using digital tools, principles of online storytelling, and solo mobile journalism (MOJO) techniques. The project must demonstrate mastery in content research, multimedia integration, and online publishing strategies.

PROJECT QUESTION:

You are a journalist working for an online news platform. You have been assigned to develop an in-depth multimedia story on "**THE IMPACT OF CLIMATE CHANGE IN KENYA"** Using the principles of digital media and online journalism, create a comprehensive multimedia package consisting of the following components:

PROJECT DELIVERABLES

1. **Main Article**

i. A publishable, text-based story (400–500 words).
ii. Focus: The effects of climate change in Kenya.
iii. Must demonstrate original research, sourcing, journalistic ethics, and clear structure (lead, body, quotes, conclusion).

2. **Photo Essay (5 Marks)**
   i. A minimum of **5 captioned images** (original or creatively sourced) that visually represent climate change related story.
   ii. Each image must include a relevant and journalistic caption (10 to 20 words).
   iii. Integrate into your story layout or publish separately using digital tools e.g., Canva.
3. **Short Video Segment – MOJO Format (10 Marks)**
   i. A 2–3 minutes **MOJO**-produced explainer or interview.
   ii. Must include:
      - At least **one on-camera interview** with at least two sources, e.g. central expert, or civil society actor.
      - Edited using **KineMaster App** with basic visual transitions, **text overlays**, and **bed music**.
      - Published in MP4 format.
4. **Interactive/Infographic Element (5 Marks)**
   i. Create at least one **original infographic or interactive chart** to support your story.
   ii. Tools to consider: Canva, Infogram, Flourish.
5. **Social Media Promotion Strategy (5 Marks)**
   i. Draft **three customized social media posts** for:
      - **Facebook** – Narrative & community call-to-action
      - **X/Twitter** – Headline + trending hashtags
      - **Instagram** – Visual teaser or carousel (use compelling imagery)

SUBMISSION FORMAT

I. All elements must be uploaded to **Google Drive** (ensure open access) and the folder link submitted via the course portal (LMS)

II. Have all elements accessible for **class showcase** (submit playable copy on USB).

MARKING RUBRIC OVERVIEW (60 Marks Total)

Component	Excellent (10 pts)	Good (5–8 pts)	Needs Improvement (2–4 pts)
Main Article	Deep insight, well-structured, polished journalism	Clear message, good sourcing, minor issues	Weak structure, insufficient analysis, factual errors

Photo Essay	Powerful images with relevant, journalistic captions	Adequate visuals and supporting captions	Unclear image relevance, poor captioning
MOJO Video	Smooth edits, great interview, clear message, creative	Decent visuals, relevant interview, minor flaws	Poor framing, bad sound, lacks coherence
Infographic	Clean, data-rich, informative & visually engaging	Accurate but lacks visual appeal	Confusing or irrelevant
Social Media Strategy	Platform-appropriate, engaging, strategic tone	Mostly relevant, good tone but lacks flair	Off-brand, bland or confusing
Creativity & Integration	Cohesive story package, strong digital storytelling	Fair attempt, some connection between elements	Elements feel disconnected or rushed