



PAN AFRICA CHRISTIAN UNIVERSITY
DEPARTMENT OF COMMUNICATION LANGUAGES AND LINGUISTICS
JANUARY-APRIL 2026 EXAMS
EXAMINATION FOR BACHELOR OF ARTS IN COMMUNICATION
JMS402 – DIGITAL MEDIA PRODUCTION
FINAL PROJECT (60%)

INSTRUCTIONS

1. This is a compulsory group project examination.
2. The class (8 students) will collaboratively create one integrated multimedia blog platform.
3. Each student shall be responsible for a specific digital media role but reporting to the entire group.
4. Although the blog is collaborative, assessment is individual (40 marks per student).
5. All content must be original and produced specifically for this examination.
6. Plagiarism or use of uncredited material will result in disqualification.
7. Each student must submit:
 - Their practical digital output (published on the blog)
 - An individual reflective report (800–1000 words)
8. The final blog link must be presented to the class during SHOWTIME and submitted individually for grading as per exam timetable deadline.

EXAMINATION TASK

PROJECT TITLE: DIGITAL MEDIA HUB: Collaborative Multimedia Blog

You are required to conceptualize, design, produce, publish, and manage a professional multimedia blog integrating various forms of digital media content under ONE unified theme.

EXPECTATIONS

Demonstrate:

- Professional digital storytelling standards
- Ethical media production practices
- Technical competence in multimedia production
- Evidence of planning and pre-production
- Team coordination and platform integration
- Critical reflection and analytical thinking

SECTION A: GROUP REQUIREMENTS (COMPULSORY)

As a class, you must:

1. Develop a blog name, logo, and tagline.
2. Select ONE umbrella theme (e.g., Youth & Society, Campus Life, Climate & Environment, Urban Culture, Digital Generation, Community Voices).
3. Create a functional blog hosted on a recognized digital platform (e.g., WordPress, Wix, Blogger, Medium).
4. Ensure:
 - Clear navigation structure
 - Mobile responsiveness
 - Multimedia embedding capability
 - Unified visual identity
5. Publish all required multimedia content before submission.

SECTION B: INDIVIDUAL ROLE ASSIGNMENTS (COMPULSORY)

Each candidate shall manage ONE of the following sections:

1. Managing Editor / Content Strategist

Responsibilities:

- Develop brand identity guidelines
- Create a 2-week editorial calendar
- Ensure content coherence and quality control
- Write an 800–1000 word Editorial Vision Statement

Submission Requirements:

- Editorial Calendar document
- Brand Guidelines document
- Editorial Vision Statement

2. News & Feature Writer

Responsibilities:

- Produce:
 - ONE news article (600–800 words)
 - ONE feature article (1000–1200 words)
- Apply digital formatting and SEO principles
- Integrate multimedia elements

Submission Requirements:

- Published articles
- Evidence of interviews and sources

3. Photojournalism & Visual Editor

Responsibilities:

- Produce:
 - ONE photo essay (8–12 images)
 - THREE standalone feature images
- Provide journalistic captions
- Demonstrate composition principles
- Apply basic photo editing

Submission Requirements:

- Published photo essay
 - Before-and-after editing samples
-

4. Video Producer

Responsibilities:

- Produce:
 - ONE short documentary (3–5 minutes)
 - ONE vertical short-form cut (60–90 seconds)
- Submit script and storyboard
- Demonstrate shot variety and narrative structure

Submission Requirements:

- Published video
 - Pre-production documents
-

5. Podcast / Audio Producer

Responsibilities:

- Produce ONE podcast episode (8–15 minutes)
- Include structured script/rundown
- Incorporate intro/outro audio
- Ensure clean sound editing

Submission Requirements:

- Embedded podcast episode
- Script or production outline

6. Social Media & Audience Engagement Manager

Responsibilities:

- Create official social media page(s)
- Publish:
 - SIX promotional posts
 - THREE short-form video posts
- Develop hashtag and posting strategy
- Track engagement analytics

Submission Requirements:

- Screenshots of posts
 - 500-word engagement analysis
-

7. Graphic Designer & UX Designer

Responsibilities:

- Design:
 - Blog logo
 - Website banner
 - Social media templates
 - THREE infographics
- Maintain visual consistency

Submission Requirements:

- Brand kit document
 - 500-word design rationale
-

8. Data & Analytics / Research Lead

Responsibilities:

- Conduct basic audience research (survey/poll)
- Analyse audience engagement data
- Produce 1000-word analytics report
- Provide strategic improvement recommendations

Submission Requirements:

- Research tool used (questionnaire/poll)
- Analytics report

SECTION C: INDIVIDUAL REFLECTIVE REPORT (COMPULSORY)

Each candidate must submit an 800–1000 word reflection addressing:

1. Description of assigned role
2. Digital tools and software used
3. Application of theoretical concepts learned in class
4. Challenges encountered and solutions applied
5. Lessons learned and professional growth
6. Recommendations for future improvement

GRADING CRITERIA

Criteria	Marks
Technical Quality (production skill)	10
Creativity & Originality	5
Application of Digital Media Principles	10
Professionalism & Presentation	5
Integration with Team Platform	5
Reflective Report (800–1000 words)	5
Group Task Marks Criterion	20
TOTAL	60

SUBMISSION REQUIREMENTS

Each student must submit:

1. Blog URL
2. Individual production documents (applicable)
3. Reflective report (word document)
4. Raw supporting files

Late submissions shall be penalized in accordance with PAC University exam regulations.