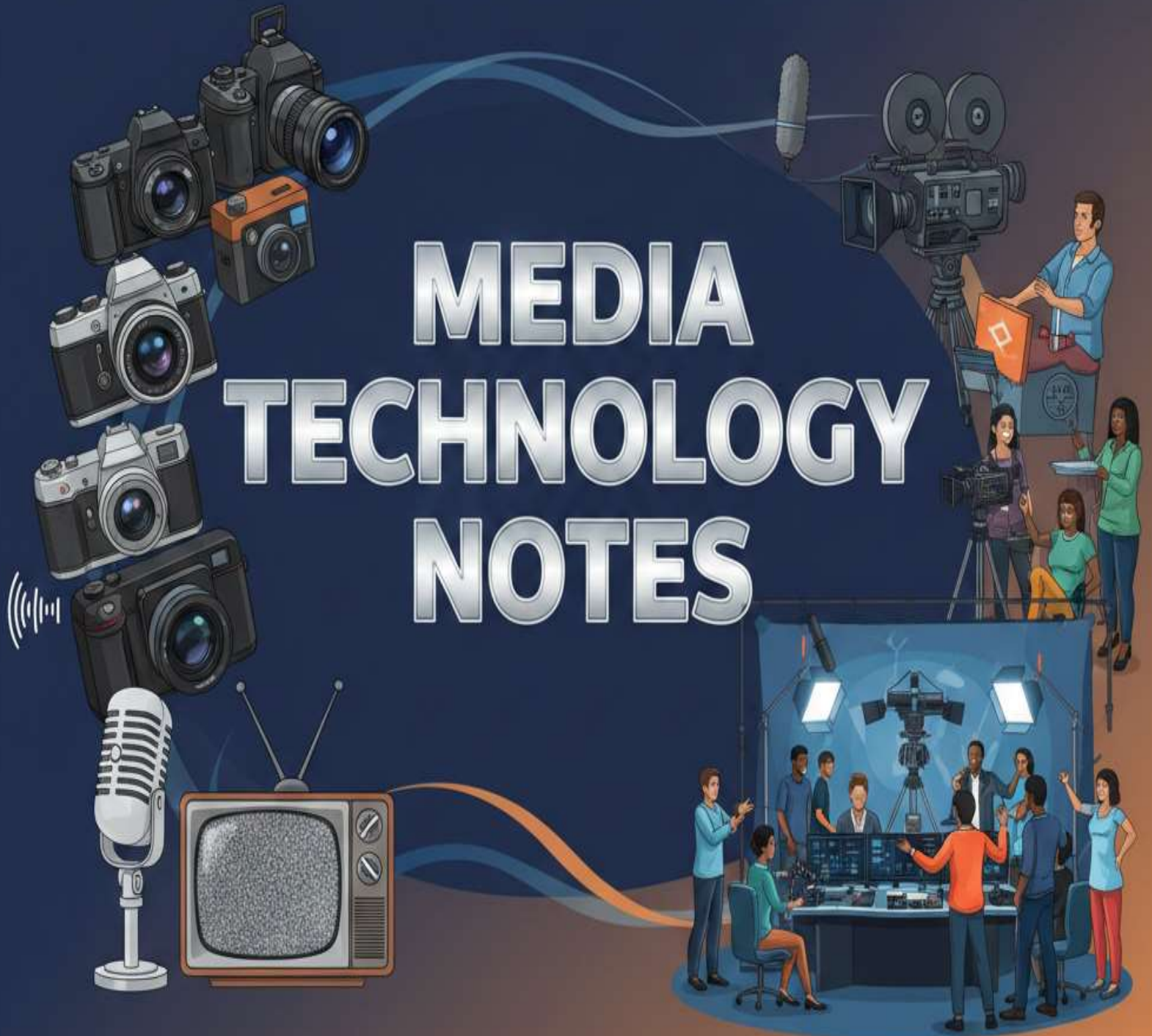


# COMPETENCE BASED CURRICULUM

## SENIOR SCHOOL GRADE 10

# MEDIA TECHNOLOGY NOTES



# GRADE 10 MEDIA TECHNOLOGY NOTES

## 1.0 Concepts and Terminologies in Media Technology

### 1.1 Key Concepts

- **Media:** Tools or channels used to store and deliver information or messages to the public.  
**Examples:** Television, newspapers, social media, radio, films.
- **Media Technology:** Use of technology to create, produce, distribute, and consume media content.  
**Examples:** Audio-visual equipment, editing software, cameras, drones, online platforms.
- **Media Shapes Society:** Media influences social norms, values, and opinions.  
**Examples:**
  - ✘ TV shows can influence fashion and language.
  - ✘ Social media campaigns can promote social change.
  - ✘ News media can affect political decisions and public opinion.

### 1.2 Terminologies

Term	Meaning	Example
Multimedia	Combining text, audio, video, images	Online learning platforms, YouTube videos
Streaming	Transmitting media in real time	Netflix, Spotify, live webinars
Content Creation	Making media for audiences	Podcasts, blogs, vlogs, social media reels
Broadcast	Sending media to a large audience	TV news, radio shows
Traditional Media	Old forms of media	Newspapers, radio, TV
New Media	Digital and interactive media	Social media, apps, websites
Media Formats	Forms in which media is produced	Print (books, flyers), audio, video, digital

## 2.0 Forms of Media

### 2.1 Broadcast Media

- Media delivered to many people simultaneously using technology.
- **Examples:**

- ☞ **Radio:** Music, news, talk shows, radio drama
- ☞ **Television:** News, drama, sports, reality shows
- ☞ **Cinema/Film:** Movies, documentaries

## 2.2 Media Distribution

- How media content reaches audiences.
- **Forms:**
  - ☞ **Traditional:** Newspapers, magazines, radio, TV
  - ☞ **Digital:** Websites, streaming platforms, apps, social media

## 2.3 Media Content Forms

- **Text:** Articles, blogs, captions
- **Audio:** Podcasts, music, radio shows
- **Visual:** Images, infographics, videos
- **Interactive:** Games, quizzes, virtual reality

## 2.4 Media Formats

Format	Definition	Examples
Print	Media in written form	Books, magazines, flyers
Audio	Media in sound form	Radio shows, podcasts
Video	Media in moving images	TV shows, films, reels
Digital	Media via internet or software	Websites, YouTube, apps
Multimedia	Combination of text, audio, video	E-learning courses, adverts

## 3.0 Print Media

### 3.1 Types

- **Newspapers:** Daily or weekly news updates
  - ☞ Examples: Daily Nation, The Standard
- **Magazines:** Focused topics, periodic publication

☞ Examples: National Geographic, Vogue

- **Books:** Educational, fiction, non-fiction

☞ Examples: Textbooks, novels

- **Journals:** Academic or research publications

☞ Examples: Science Journal, Kenya Journal of Education

- **Brochures/Flyers/Posters:** Short informative material

☞ Examples: School brochures, event posters

- **Newsletters:** Organizational updates

☞ Examples: Company newsletters, school circulars

- **Billboards/Catalogues/Tear-Aways:** Marketing materials

☞ Examples: Supermarket catalogues, advertisement billboards

### 3.2 Evolution of Print Media

- **Early forms:** Handwritten scrolls, manuscripts
- **Gutenberg press (1450):** Mass production of books
- **Newspapers (17th century):** Public access to daily news
- **Magazines (18th century):** Specialized content
- **Digital print:** Online newspapers, e-magazines

#### Illustration:

Manuscripts → Gutenberg Press → Newspapers → Magazines → Digital Newspapers

### 4.0 Electronic Media

#### 4.1 Types

- **Radio:** Music, talk shows, news, live coverage
- **Television:** News, drama, music shows, reality shows
- **Computers & Internet:** Websites, blogs, social media, streaming platforms

#### 4.2 Programs in Traditional Media

- **Talk Shows:** Interviews, discussions (e.g., Citizen TV's NTV Live)
- **Game Shows:** Entertainment programs with competition (e.g., Who Wants to Be a Millionaire)
- **Live News:** Real-time news broadcast (e.g., KBC News Live)
- **Reels/Videos:** Short-form visual content online
- **Music Shows:** Radio or TV music sessions
- **Television Drama:** Soap operas, TV series
- **Radio Drama:** Audio storytelling
- **News Features:** In-depth reports on issues
- **Infomercials:** Promotional content
- **Sports Shows:** Broadcast of sports events

#### 4.3 Evolution Chart

Media Type	Early Form	Current Form
Radio	AM/FM	Internet radio, podcasts
Television	Black & white TV	Smart TVs, streaming apps
Internet	Simple web pages	Social media, OTT platforms

### 5.0 Careers in Media Technology

#### 5.1 Career Paths

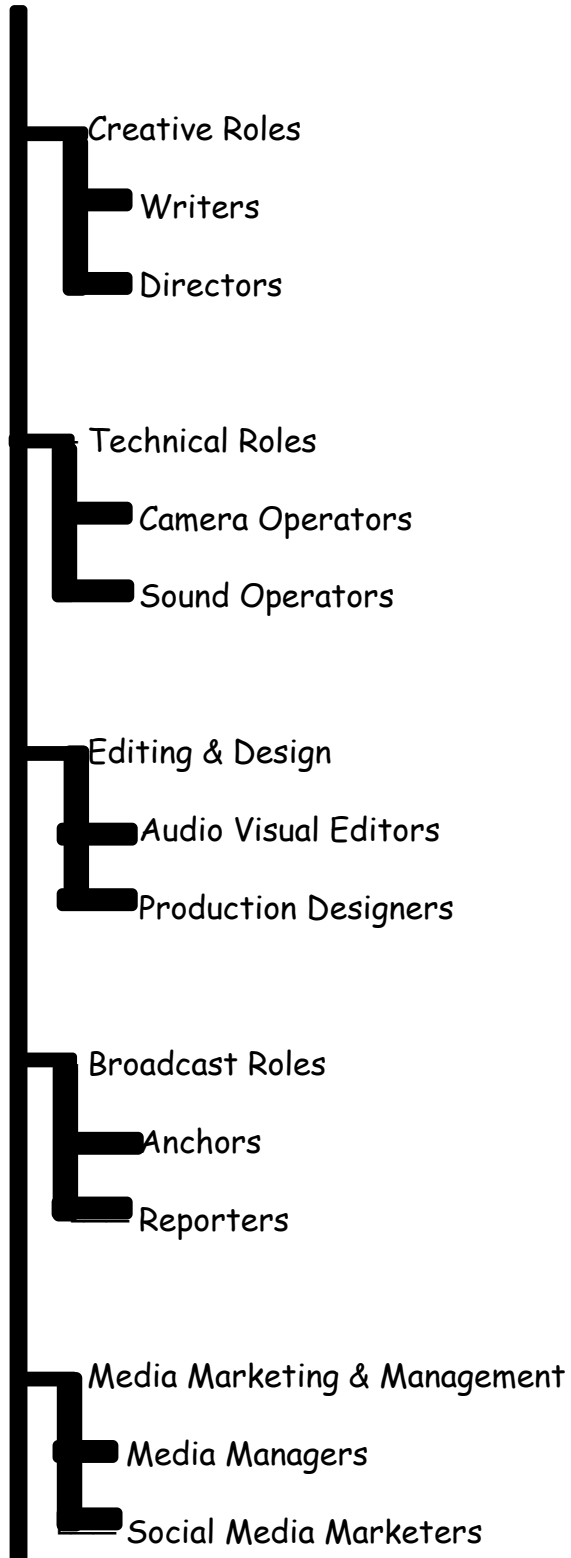
- **Creative Roles:**
  - ☞ Writers, Content Creators, Directors
- **Technical Roles:**
  - ☞ Studio Technicians, Camera Operators, Sound Operators
- **Editing & Design:**
  - ☞ Audio Visual Editors, Production Designers
- **Broadcast Roles:**
  - ☞ Anchors, Reporters, News Editors

- **Media Marketing & Management:**

- ∞ Media Managers, Social Media Marketers

## 5.2 Flowchart of Careers

### Media Technology Careers



## 6.0 Role of Media Technology in Society

- Educates the public
- Informs citizens about current events
- Entertains through music, drama, and sports
- Promotes social change and awareness campaigns
- Supports careers and entrepreneurship
- Enhances communication and connectivity
- Influences cultural trends

### Examples:

- Social media campaigns promoting health awareness
- TV shows educating on financial literacy
- Podcasts raising awareness on climate change

## 7.0 Practical Activities

1. Watch videos to identify electronic media programs
2. Brainstorm print media formats for projects
3. Research career opportunities in media technology
4. Create a working portfolio (physical or digital) containing:
  - 📄 Sample scripts, posters, video clips
  - 📄 News articles or audio content
  - 📄 Social media campaigns

✅ **Tip:** Keep a **media portfolio** with examples from print, electronic, and digital media—it's very useful for practical projects and exams.

# PRE-PRODUCTION PHASE

## 1.0 Overview of Pre-Production Phase

### Definition:

Pre-production is the **planning stage** of media production before actual filming, recording, or broadcasting. It ensures smooth execution during production and post-production.

### Purpose of Pre-Production:

- Organizes ideas and concepts
- Identifies the target audience
- Allocates resources and budget
- Prepares scripts, storyboards, and schedules
- Reduces errors during production

### Key Activities:

- Research and ideation
- Scriptwriting
- Budgeting
- Scheduling
- Casting and hiring crew
- Location scouting

## 2.0 Roles of Personnel in Pre-Production

### 2.1 Key Personnel and Their Roles

Personnel	Role/Responsibility	Examples/Details
<b>Producer</b>	Oversees entire project, manages budget, ensures project is completed on time	Allocates funds, approves scripts, coordinates team
<b>Director</b>	Creative lead, guides vision and storytelling	Decides camera angles, directs actors, sets tone of program

<b>Creative Writers</b>	Develop scripts, storylines, and dialogues	Write TV talk show scripts, radio infomercials, podcast episodes
<b>Production Manager</b>	Handles logistics and operations	Scheduling, hiring crew, organizing equipment
<b>Researcher</b>	Gathers information to support script and production	Market trends, audience analysis, factual content for documentaries
<b>Storyboard Artist</b>	Visualizes scenes before shooting	Draws scene-by-scene plans for TV shows, adverts
<b>Casting Director</b>	Finds suitable actors/presenters	Auditions for TV drama, radio drama voice actors
<b>Location Scout</b>	Identifies filming locations	Studios, outdoor sites, set design
<b>Costume/Props Manager</b>	Prepares wardrobe and props	Clothes, gadgets, banners, furniture for scenes

## 2.2 Effect of Technology in Pre-Production

- **Digital Scriptwriting Tools** - e.g., Celtx, Final Draft
- **Storyboard Software** - e.g., Storyboarder, Canva
- **Scheduling & Budgeting Apps** - e.g., StudioBinder, Movie Magic
- **Research Tools** - Internet, social media trends, surveys
- **Benefits:** Speeds up planning, improves accuracy, enhances collaboration

## 3.0 Steps in Pre-Production Phase

### 3.1 Step-by-Step Process

#### 1. Ideation / Concept Development

- ☞ Brainstorm ideas, define theme, purpose, and target audience
- ☞ Examples: TV talk show on health, radio infomercial for a product

#### 2. Research

- ✘ Gather information about audience preferences, trends, and competitors
- ✘ Examples: Survey to know favorite TV show topics, research past advertisements

### 3. **Scriptwriting / Storyboarding**

- ✘ Write scripts with dialogues, scenes, transitions
- ✘ Storyboard shows visual flow of scenes
- ✘ Examples: Script for talk show introducing guests, storyboard for radio drama

### 4. **Budgeting**

- ✘ Allocate funds for production elements: actors, crew, equipment, locations

### 5. **Pitching / Approvals**

- ✘ Present idea and plan to producers or stakeholders for approval

### 6. **Scheduling**

- ✘ Prepare production timeline
- ✘ Allocate time for rehearsals, filming, recording, editing

### 7. **Casting & Crew Hiring**

- ✘ Select actors, presenters, crew members (camera, sound, lighting)

### 8. **Location Scouting**

- ✘ Choose appropriate filming sites, studios, or outdoor locations

## 3.2 **Research in Pre-Production**

- **Importance:**

- ✘ Ensures content is accurate, relevant, and appealing
- ✘ Informs script, dialogue, and production style
- ✘ Reduces risks of errors or audience rejection

- **Research Aspects:**

- ✘ **Story:** Themes, plot development
- ✘ **Characters:** Roles, demographics

✂ **Setting:** Time period, location

✂ **Audience:** Preferences, age, interests

✂ **Distribution Channels:** TV, radio, social media platforms

## 4.0 Scriptwriting for Electronic Media

### 4.1 Layout of a Script

1. **Header:** Program title, episode, date, writer's name
2. **Scene Description / Setting:** Where and when the scene takes place
3. **Characters:** List of characters in scene
4. **Dialogue / Narration:** Spoken lines for actors or voice-over
5. **Instructions / Notes:** Camera angles, sound effects, lighting

#### Example Script - TV Talk Show

Title: Health Matters

Episode: 3

Date: 17/01/2026

Writer: Cylus Mwangi

Scene 1 - Studio, Day

Host: Welcome viewers! Today we discuss healthy eating habits.

Guest: Thank you for having me. Eating fruits and vegetables daily is key.

Host: Great advice! Can you give tips for busy people?

Guest: Sure! Quick smoothie recipes are very effective.

#### Example Script - Radio Infomercial

Title: Fresh Juice Promo

Episode: 1

Date: 17/01/2026

Writer: Cylus Langat

[Background music: upbeat]

Narrator: Are you tired of sugary drinks? Try Fresh Juice - 100% natural and healthy!

Announcer: Visit our nearest store today and get a 20% discount!

## 4.2 Tips for Scriptwriting

- Keep dialogues concise and clear
- Use natural language for audience engagement
- Include timing and sound cues for radio
- Plan for visual cues for TV programs

## 5.0 Practical Activities in Pre-Production

1. Watch tutorials on layout and structure of TV talk shows, radio infomercials
2. Research formats and structure of scripts
3. Write your own script for electronic media program
4. Store scripts in **physical or digital portfolio**
5. Brainstorm pre-production research topics (story, characters, setting, distribution)
6. Conduct surveys or audience research to inform content

## 6.0 Summary / Key Points

- Pre-production is the **planning stage** that ensures smooth production
- Key personnel include producers, directors, writers, production managers
- Steps: Ideation → Research → Scriptwriting → Budgeting → Scheduling → Casting → Location scouting
- Research informs script, story, audience targeting, and distribution channels
- Technology improves efficiency in scriptwriting, budgeting, and scheduling
- Writing scripts and maintaining portfolios is essential for assessment and projects

# MEDIA PRODUCTION PHASE

## 1.0 Overview of Media Production Phase

### Definition:

The **Media Production Phase** is the stage where all pre-production planning is transformed into actual media content. This includes **filming, recording, directing, acting, and capturing footage**.

### Purpose of the Production Phase:

- Transform ideas, scripts, and storyboards into tangible media content
- Apply creative and technical skills to deliver quality output
- Ensure smooth coordination among all personnel and resources
- Capture content according to the intended theme, story, and audience

### Key Activities:

- Setting up the studio or location
- Directing talent and crew
- Capturing audio and visual footage
- Monitoring lighting and sound quality
- Recording sequences according to scripts and storyboards

## 2.0 Roles of Personnel in Media Production Phase

### 2.1 Key Production Personnel and Their Roles

Personnel	Role/Responsibility	Examples / Details
<b>Producer</b>	Oversees the entire production, ensures resources are available, manages budget	Approves schedules, hires key staff, ensures deadlines are met
<b>Director</b>	Leads creative execution, directs actors, decides camera shots, ensures script is followed	Guides performance in TV drama, talk shows, radio dramatizations
<b>Creative Writers</b>	Support script changes during production, provide dialogues and	On-set script adjustments for live shows

	narration	
<b>Camera Personnel / Cinematographer</b>	Operates cameras, frames shots, manages camera angles, lens selection	Captures scenes for TV, film, or video
<b>Sound Personnel / Audio Technicians</b>	Records and monitors audio, sets microphones, reduces background noise	Ensures clear voice recording during talk shows or interviews
<b>Lighting Personnel / Gaffer</b>	Designs and sets up lighting to match scene mood	Key light, fill light, backlight for studio or location shoots
<b>Grip / Stage Crew</b>	Handles equipment setup, moves props, ensures smooth set operations	Positioning cameras, tripods, and backdrops
<b>Production Designers / Set Designers</b>	Create and maintain the physical look of sets	Props, furniture, backdrops, scene decorations
<b>Cast / Actors / Presenters</b>	Perform roles according to script	TV drama actors, talk show hosts, radio voice artists
<b>Newscasters / Reporters</b>	Present news and reports, follow scripts	TV anchors, field reporters
<b>News Editor</b>	Oversees content accuracy, ensures correct flow and timing	Live news editing, segment coordination
<b>Transmission Crew</b>	Handles broadcasting, ensures signal quality	Satellite uplink, streaming live feeds
<b>Archiving Personnel</b>	Stores footage, maintains records for reuse or future reference	Digital storage of recorded shows, cloud storage

## 2.2 Importance of Each Role

- **Collaboration is key:** Every role ensures media is delivered effectively and on schedule.
- **Quality Control:** Camera, sound, and lighting personnel ensure technical quality.
- **Creative Execution:** Directors and writers ensure the content is engaging and accurate.
- **Professionalism:** Actors and presenters deliver content that appeals to target audiences.

## 3.0 Steps in Media Production Phase

### 3.1 Step-by-Step Process

## 1. Setting Up the Studio / Location

- ✘ Arrange cameras, lights, microphones, and props
- ✘ Position set design according to storyboard
- ✘ Ensure proper power supply and safety  
**Example:** Camera on tripod, key light in front, backlight for depth

## 2. Directing

- ✘ Director instructs cast and crew
- ✘ Coordinates camera angles, lighting adjustments, and performances
- ✘ Monitors continuity between shots

## 3. Acting / Presenting

- ✘ Actors deliver dialogues and actions according to script
- ✘ Presenters engage audience in talk shows, interviews, or infomercials

## 4. Capturing Footage / Recording

- ✘ Camera personnel film sequences
- ✘ Audio technicians record dialogue and ambient sounds
- ✘ Lighting personnel adjust illumination for clarity and mood
- ✘ Multiple takes may be recorded for best quality

## 5. Monitoring and Adjustments

- ✘ Director and technical team review live footage
- ✘ Correct errors in framing, sound, or lighting immediately
- ✘ Ensure timing and pacing match the storyboard

## 6. Archiving

- ✘ Save all footage digitally or physically
- ✘ Label and organize clips for post-production editing

### 3.2 Effects of Proper Media Production

- Ensures **high-quality content** for the target audience
- Reduces **errors during editing**
- Maintains **continuity and professionalism**
- Makes **post-production smoother and efficient**

### 4.0 Basic Studio Set-Up

#### 4.1 Camera Setup

- **Tripod / Stabilizer:** Prevents shaky footage
- **Framing:** Follow rule of thirds, proper focus
- **Camera Types:** DSLR, camcorder, professional video cameras

#### 4.2 Sound / Audio Setup

- **Microphones:** Lavalier (clip-on), Boom, Handheld
- **Audio Mixer:** Controls levels for multiple sources
- **Noise Reduction:** Use soundproofing or minimize background noise

#### 4.3 Lighting Setup

- **Key Light:** Main source of illumination
- **Fill Light:** Softens shadows
- **Back Light / Hair Light:** Creates depth, separates subject from background
- **Practical Tips:** Avoid harsh shadows, maintain consistent lighting across shots

#### 4.4 Example Studio Diagram

[Camera] <----> [Host / Actor] <----> [Key Light]

|  
+-- [Fill Light]

|  
+-- [Back Light]

[Sound Technician / Boom Mic] -----> [Audio Mixer]

[Grip / Stage Crew] -----> [Props / Equipment]

## 5.0 Practical Activities

1. Watch videos on **studio setup, lighting, and sound recording**
2. Practice setting up a basic **studio with camera, lights, and microphones**
3. Record **short scenes or programs** using proper studio setup
4. Illustrate your **studio setup diagrams** and label components
5. Store recordings, diagrams, and notes in a **digital or physical portfolio**

## 6.0 Summary / Key Points

- Media production phase **transforms planning into actual content**
- Proper coordination between **personnel ensures high-quality output**
- Steps include **setting up, directing, acting, capturing footage, monitoring, and archiving**
- **Camera, sound, and lighting setups** are crucial for technical quality
- Archiving ensures footage is **organized for editing or future use**
- Practical experience in studio setup improves **technical and creative skills**

### Tip for Teachers:

- Use **videos of real studio shoots** to show students camera angles, lighting, and sound setups
- Encourage students to **create multiple diagrams of studio layouts**
- Include **practical recording exercises** to reinforce theory

# POST-PRODUCTION PHASE

## 1.0 Overview of Post-Production Phase

### Definition:

Post-production is the **final stage of media production**, where all recorded footage and audio are **edited, refined, enhanced, and prepared for distribution**. This stage ensures that the final media product is polished, engaging, and ready for the audience.

### Purpose of Post-Production:

- Refines raw footage into a final product
- Enhances visual and audio quality
- Adds effects, transitions, titles, and soundtracks
- Ensures content aligns with target audience and production goals
- Prepares media for broadcasting, streaming, or marketing

### Key Activities:

- Importing recorded clips into editing software
- Editing video and audio
- Adding visual effects, animations, and graphics
- Color correction and audio enhancement
- Exporting the final video in required formats
- Marketing and distribution

## 2.0 Roles of Personnel in Post-Production

Personnel	Role / Responsibility	Examples / Details
<b>Video Editor</b>	Edits raw footage into a cohesive media product	Cuts unwanted scenes, sequences clips, adds transitions and effects
<b>Audio Engineer / Sound Editor</b>	Enhances audio quality, synchronizes audio with video	Reduces background noise, adds sound effects, mixes music
<b>Visual Effects (VFX) Artist</b>	Adds animations, graphics, CGI, and other visual enhancements	Animated titles, overlays, green screen effects

<b>Colorist / Color Grader</b>	Adjusts colors to improve visual appeal and consistency	Brightens scenes, creates mood with color tones
<b>Marketing &amp; Distribution Personnel</b>	Prepares edited media for publication or broadcasting	Uploads videos to TV channels, social media, streaming platforms
<b>Archivist / Data Manager</b>	Organizes and stores digital media for future use	Creates digital portfolio of edited clips for projects

### Importance of Each Role:

- Ensures **professional-quality output**
- Makes the media **appealing and engaging**
- Supports **marketing and distribution strategies**
- Preserves media content for **future projects and reuse**

## 3.0 Steps in Post-Production Phase

### 3.1 Step-by-Step Process

#### 1. Importing Clips

- ✂ Gather all recorded footage from cameras, smartphones, or downloaded sources
- ✂ Import into editing software such as **Adobe Premiere, Filmora™, Capcut**
- ✂ Organize clips into folders (e.g., scenes, B-roll, audio)

#### 2. Editing Video

- ✂ Cut unwanted sections, arrange clips according to storyboard or script
- ✂ Add **transitions** (fade, dissolve, wipes) to create smooth flow
- ✂ Synchronize video with audio and dialogue
- ✂ Incorporate **visual effects, graphics, and overlays**

#### 3. Editing Audio

- ✂ Adjust volume, reduce noise, balance dialogue and background music
- ✂ Add sound effects or music tracks to enhance storytelling

#### 4. Color Correction and Grading

- ✘ Adjust brightness, contrast, saturation
- ✘ Apply filters or color grading to set mood and tone

## 5. Adding Titles, Subtitles, and Captions

- ✘ Insert opening titles, end credits, and captions for accessibility
- ✘ Use readable fonts and appropriate timing

## 6. Exporting / Rendering

- ✘ Convert project into final video format (e.g., MP4, MOV)
- ✘ Select resolution and quality (HD, 4K)
- ✘ Save for distribution on TV, online platforms, or social media

## 7. Marketing and Distribution

- ✘ Upload to **YouTube, Vimeo, social media, TV, or internal networks**
- ✘ Use promotional graphics or trailers
- ✘ Track audience engagement and feedback

## 4.0 Importing and Exporting Video Clips Using Editing Software

### 4.1 Importing Clips

#### Steps (Example - Adobe Premiere Pro):

1. Open software → Create a new project
2. Click **File** → **Import** → Select recorded or downloaded clips
3. Organize clips in bins (folders) by type or scene
4. Drag clips onto timeline for editing

#### Tips:

- Use high-quality sources for best output
- Label clips clearly to save editing time

### 4.2 Exporting Clips

#### Steps (Example - Filmora / Capcut):

1. Finish editing → Click **Export**
2. Choose file format (MP4, MOV, AVI)
3. Select resolution (720p, 1080p, 4K)
4. Save to computer, cloud, or external storage
5. Ready for broadcasting or social media upload

**Tips:**

- Test playback before final export
- Export in **lossless quality** for archiving

## **5.0 Importance of Evolution of Post-Production Software**

- **Old Methods:** Manual cutting, splicing, analog editing - time-consuming and less precise
- **Modern Software:** Adobe Premiere, Final Cut Pro, Filmora, Capcut
  - ✂ Faster editing workflow
  - ✂ Advanced effects, transitions, and filters
  - ✂ Real-time previews
  - ✂ Multi-layered audio and video editing
- **Importance:**
  - ✂ Enhances **visual appeal and storytelling**
  - ✂ Increases **efficiency and productivity**
  - ✂ Supports **high-quality broadcasting and streaming**

**Practical Examples:**

- Adding cinematic effects in Filmora for short films
- Synchronizing voice-over with video in Capcut
- Using Adobe Premiere for professional TV show editing

## 6.0 Practical Activities in Post-Production

### 1. Collect Clips

☞ From previous projects or **Open Educational Resources (OERs)** online

### 2. Import Clips into Editing Software

☞ Organize and arrange clips according to storyboard

### 3. Edit Clips

☞ Trim, cut, add transitions, audio, and effects

### 4. Export Final Video

☞ Save in multiple formats (MP4 for social media, MOV for archive)

### 5. Create a Digital Portfolio

☞ Store all raw footage, edited versions, and project notes

### 6. Research Tutorials

☞ Watch YouTube tutorials on **importing, editing, exporting**

### 7. Evaluate Visual Appeal

☞ Ask peers to review and give feedback

☞ Adjust color grading, sound, and transitions for improvement

## 7.0 Summary / Key Points

- **Post-Production Phase** is crucial for **polishing and finalizing media content**
- **Personnel roles** include editors, sound engineers, colorists, VFX artists, marketers
- **Steps include:** importing, editing, audio correction, color grading, adding effects, exporting, marketing
- **Software evolution** has made editing faster, more precise, and visually appealing
- **Practical skills:** importing clips, timeline editing, audio synchronization, exporting, and archiving
- **Portfolio management** ensures media content is organized and accessible for future use

### Tip for Teachers:

- Demonstrate using **actual editing software** in class (Adobe Premiere / Filmora / Capcut)
- Have students practice **importing, editing, and exporting clips**
- Show **before-and-after examples** to illustrate importance of post-production

# PHOTOGRAPHY

## 1.0 Overview of Photography in Media Technology

### Definition:

Photography is the art, science, and practice of capturing images using a camera. It is a crucial medium in media technology for **storytelling, documentation, and creative expression.**

### Purpose of Photography in Media Technology:

- Communicate messages visually
- Document events and news
- Enhance storytelling in media projects
- Create visual content for advertising, social media, and print

### Evolution of Photography Technology:

#### 1. Pin-Hole Cameras (Early 19th Century)

- ✂ Basic light-sensitive box capturing inverted images
- ✂ Simple storytelling ability: recording scenes and people

#### 2. Film Cameras (20th Century)

- ✂ Captured images on photographic film
- ✂ Enabled **black & white** and later **color photography**

#### 3. Single Lens Reflex (SLR) Cameras

- ✂ Allowed photographers to see exactly what the lens sees
- ✂ Better focus, control, and framing

#### 4. Digital Single Lens Reflex (DSLR) Cameras

- ✂ Replaced film with digital sensors
- ✂ Immediate review of photos, higher resolution
- ✂ Integration with media production workflows

#### 5. Mirrorless Cameras

- ✂ Compact, high-quality sensors, interchangeable lenses

☞ Fast autofocus and video capabilities

## 6. Phone Cameras

☞ Portable, easy-to-use

☞ Integrated with social media for instant storytelling

## 2.0 Parts of a Camera and Their Functions

### 2.1 Basic Camera Parts

Part	Function	Example / Tip
<b>Camera Body</b>	Main structure housing components	Holds sensor, memory card, and battery
<b>Lens</b>	Focuses light to form image on sensor	Prime lens (fixed focal length), Zoom lens (variable focal length)
<b>Viewfinder / LCD Screen</b>	Frame the shot	SLR uses optical viewfinder, DSLR uses digital LCD
<b>Shutter Button</b>	Captures the image	Half-press for focus, full-press to take photo
<b>Aperture / Iris</b>	Controls light entering lens	Small aperture = deep focus, large aperture = blurred background
<b>Shutter</b>	Controls exposure time	Faster shutter = freeze action, slower shutter = motion blur
<b>ISO Setting</b>	Sensitivity of sensor to light	Higher ISO for low-light, lower ISO for daylight
<b>Flash</b>	Provides extra light	Built-in or external flash for dark environments
<b>Memory Card Slot</b>	Stores images digitally	SD card or CF card
<b>Battery Compartment</b>	Powers camera	Rechargeable batteries
<b>Mode Dial</b>	Selects shooting modes	Manual, Auto, Portrait, Landscape, Sports

## Illustration:

[Lens]

|

[Camera Body]

[Viewfinder/LCD]

[Shutter/Buttons/Mode Dial]

## 2.2 Functions of Different Camera Types

Camera Type	Function / Use	Example / Storytelling Impact
SLR	Allows precise framing and focus	Professional portrait and landscape photography
DSLR	High-resolution digital images	Event photography, photojournalism
Mirrorless	Lightweight, fast autofocus	Travel, street photography
Phone Camera	Instant capture and sharing	Social media stories, informal documentation

## 3.0 Genres of Photography

### 3.1 Major Genres

- 1. Portraiture** - Capturing people, expressions, and personalities
  - ☞ Example: Studio portraits, candid family photos
- 2. Landscape** - Capturing natural or urban scenery
  - ☞ Example: Mountains, rivers, city skylines
- 3. Photojournalism** - Capturing events for news or storytelling
  - ☞ Example: Election coverage, protests, festivals
- 4. Wildlife** - Capturing animals in their natural habitats
  - ☞ Example: Safari photos, birdwatching
- 5. Street Photography** - Capturing everyday life and human interactions
  - ☞ Example: Market scenes, busy streets

## 6. **Sports Photography** - Capturing athletes and action moments

☞ Example: Football matches, athletics competitions

## 7. **Event Photography** - Capturing weddings, concerts, ceremonies

☞ Example: School graduation, music festival

### 3.2 Importance of Photography Genres

- Each genre tells a **different story**
- Allows photographers to **specialize** and **target audiences**
- Enhances media production by providing **visual content for projects**

### 4.0 Role of Lenses in Photography

<b>Lens Type</b>	<b>Function</b>	<b>Example Use</b>
<b>Prime Lens</b>	Fixed focal length, sharp images, wide aperture	Portraits, low-light photography
<b>Zoom Lens</b>	Variable focal length, flexible framing	Events, wildlife, landscape
<b>Wide-Angle Lens</b>	Captures large areas	Landscape, architecture
<b>Telephoto Lens</b>	Magnifies distant objects	Wildlife, sports photography
<b>Macro Lens</b>	Captures extreme close-ups	Nature details, product photography

#### **Importance:**

- Determines the composition, depth, and perspective
- Impacts storytelling: focus on subject vs. environment

## 5.0 Capturing Photographs in Different Genres

### 5.1 Practical Guidelines

#### 1. Portraiture

- ✘ Focus on subject's eyes
- ✘ Use soft lighting and blurred background (shallow depth of field)

#### 2. Landscape

- ✘ Use wide-angle lens
- ✘ Focus on composition, rule of thirds, natural lighting

#### 3. Photojournalism

- ✘ Capture real moments candidly
- ✘ Emphasize emotion and action

#### 4. Wildlife

- ✘ Use telephoto lens
- ✘ Ensure minimal disturbance to animals

#### 5. Street Photography

- ✘ Capture interactions, expressions, and movement
- ✘ Use fast shutter speed to freeze motion

#### 6. Sports Photography

- ✘ High shutter speed to freeze action
- ✘ Focus on athletes and key moments

## 6.0 Practical Activities

### 1. Watch Tutorials

- ✘ Learn camera settings, focus techniques, lighting adjustments

### 2. Research Genres

- ✘ Portraiture, landscape, wildlife, street, photojournalism, sports

### 3. Capture Photographs

- ☒ Practice at least **portrait** and **landscape genres**

### 4. Exhibit for Peer Review

- ☒ Present photos to classmates or teachers
- ☒ Receive feedback on composition, lighting, and focus

### 5. Portfolio Storage

- ☒ Save digital copies in folders:
  - ☒ Portfolio/
    - ☒ Portrait/
    - ☒ Landscape/
    - ☒ Wildlife/
- ☒ Optionally, create **physical portfolio** with printed images

## 7.0 Summary / Key Points

- Photography is essential for **visual storytelling** and media content
- **Camera technology evolution:** Pin-hole → Film → SLR → DSLR → Mirrorless → Phone cameras
- Understanding **camera parts and functions** ensures quality shots
- **Genres** allow specialization and creative storytelling
- **Lenses** play a key role in framing, focus, and depth
- Practical work is crucial: capturing, reviewing, and storing images in a **portfolio**

### Tips for Teachers:

- Demonstrate **different camera types in class**
- Conduct hands-on sessions: **portrait and landscape photography**
- Encourage **portfolio creation**, both **digital and physical**
- Use **peer reviews** to improve composition, framing, and storytelling

# VIDEO PRODUCTION

## 1.0 Overview of Video Production

### Definition:

Video production is the process of **creating video content** using cameras and other media equipment. It involves planning, capturing, editing, and distributing video for storytelling, information, or entertainment.

### Purpose of Video Production:

- Record events and stories visually
- Communicate messages effectively to audiences
- Enhance media projects with moving images and sound
- Support media platforms: television, online streaming, social media

### Key Phases of Video Production:

1. **Pre-Production** - Planning, scripting, storyboarding, budgeting, crew allocation
2. **Production** - Capturing footage, acting, directing, using video cameras
3. **Post-Production** - Editing, adding effects, color correction, exporting final video

## 2.0 Functions and Parts of a Video Camera

### 2.1 Basic Parts and Their Functions

Part	Function	Examples / Notes
<b>Lens / Lens Barrel</b>	Focuses light on the sensor to form an image	Zoom lens for events, prime lens for cinematic shots
<b>Viewfinder / Display Screen</b>	Frame shots and monitor video in real-time	Digital display or optical viewfinder
<b>Menu / Function Buttons</b>	Access camera settings, modes, and functions	Exposure, white balance, frame rate selection
<b>Shutter / Record Button</b>	Start and stop video recording	Half-press for focus, full-press to record
<b>Microphone / Audio Input</b>	Captures sound during	External mic for interviews, built-in

	recording	mic for casual recording
<b>Battery Compartment / Power Source</b>	Provides power to camera	Rechargeable lithium-ion battery
<b>Memory Card Slot / Data Storage</b>	Stores video footage	SD card, CF card, external hard drive
<b>Tripod Mount</b>	Attach camera to tripod for stability	Prevents shaky footage
<b>Lens Hood</b>	Reduces glare and lens flares	Outdoor shooting in sunlight
<b>Camera Cage / Rig</b>	Stabilizes camera, allows mounting of accessories	External monitors, microphones, lights

### Illustration of a Professional Video Camera:

[Lens / Lens Barrel] ----> Captures Image

[Viewfinder / Display] ----> Frames Scene

[Menu / Function Buttons] ----> Settings Control

[Microphone] ----> Audio Capture

[Battery / Storage Slot] ----> Power & Save Footage

### 2.2 Functions of Video Camera Parts

- **Lens:** Determines framing, focus, depth of field
- **Viewfinder/Display:** Helps monitor composition, exposure, and focus
- **Audio Inputs:** Capture dialogue, sound effects, and ambient sounds
- **Shutter / Record Button:** Controls start and stop of recording
- **Storage & Power:** Ensures footage is saved and camera remains operational

### 3.0 Video Camera Accessories

Accessory	Function	Example / Use
Camera Stabilizer / Gimbal	Smooths camera movement, reduces shakes	For handheld or moving shots
Field Monitor	External screen for better viewing	Director or camera operator monitors live video
Lens Filters	Modify light, enhance colors, reduce glare	ND filters for bright sunlight
Camera Cage / Rig	Mount accessories, stabilizes camera	Adds microphones, lights, and handles
Power Sources	Spare batteries or power adapters	Continuous shooting during long sessions
Data Storage	Backup for footage	SD cards, portable hard drives
Lens Hood	Prevents lens flare from sunlight	Outdoor shooting
Camera Carrying Case	Protects camera during transport	Safety during travel
Camera Cleaning Kit	Maintains lens and sensor	Avoid dust and scratches

**Practical Tip:** Always check and prepare accessories before filming to avoid delays.

### 4.0 Principles of OSHA in Video Production

#### Definition:

OSHA (Occupational Safety and Health Administration) principles guide safe working practices in video production.

#### 4.1 Key Safety Measures

Hazard	Safety Measure	Notes
Personnel Safety	Wear protective gear, avoid unsafe positions	Keep feet clear of cables, avoid tripping
Equipment Hazards	Secure cameras, tripods, lights	Check mounts and rig stability
Electrical Hazards	Avoid overloaded circuits	Use surge protectors, dry environment

		for cables
<b>Fatigue and Overwork</b>	Rotate shifts, take breaks	Prevent accidents due to exhaustion
<b>Fire Hazards</b>	Avoid flammable materials near hot lights	Keep fire extinguisher accessible
<b>General Workplace Safety</b>	Clear workspace, mark trip hazards	Minimize risk of injury on set

### Importance of OSHA Principles:

- Protects crew and talent
- Prevents damage to equipment
- Ensures smooth, uninterrupted production
- Reduces risk of legal and financial liability

## 5.0 Recording a Video Clip (2-3 minutes)

### 5.1 Steps

#### 1. Plan the Clip

- ☒ Decide topic, script, storyboarding
- ☒ Identify location, actors, and equipment

#### 2. Set Up Camera

- ☒ Attach lens, set focus, adjust viewfinder and menu settings
- ☒ Mount on tripod or stabilizer for smooth shots

#### 3. Check Accessories

- ☒ Ensure microphone is working
- ☒ Check battery and memory storage
- ☒ Use lens filters or lighting as required

#### 4. Follow OSHA Safety

- ☒ Check cables, lighting, and equipment stability
- ☒ Ensure safe positions for crew and talent

## 5. Record the Video

- ☒ Capture 2-3 minutes of planned footage
- ☒ Monitor framing, focus, and audio
- ☒ Repeat shots if necessary for quality

## 6. Save and Archive

- ☒ Transfer footage to memory storage or computer
- ☒ Store in **digital portfolio** for assessment or future use

## 6.0 Evolution of Video Production Technology

Technology	Description	Relevance to Storytelling
Film Cameras	Analog, captured on reels of film	Historical storytelling, cinematic effect
Camcorders	Portable video recording	Event coverage, interviews
Professional Digital Cameras	High-definition video, manual controls	TV, commercials, documentaries
DSLR / Mirrorless Cameras	Video + photography, interchangeable lenses	Storytelling versatility, creative framing
Phone Cameras	Quick, social media-ready footage	Instant news, vlogging, social media content

### Impact:

- Enables **flexibility, creativity, and high-quality video**
- Supports storytelling with **better visuals, sound, and effects**
- Reduces costs and time for content creation

## 7.0 Practical Activities

### 1. Research Camera Components

- ☒ Lens, viewfinder, menu buttons, battery, storage

## 2. View Accessories

☒ Stabilizer, lens filters, field monitor, rig, carrying case

## 3. Observe OSHA Safety

☒ Discuss hazards and precautions in production

## 4. Record 2-3 Minute Video

☒ Apply camera setup, accessories, and safety measures

## 5. Save Footage

☒ Store clip in **digital portfolio** with clear labeling

## 6. Peer Review

☒ Evaluate video for framing, focus, sound, lighting, and safety adherence

## 8.0 Summary / Key Points

- **Video production** captures moving images for storytelling and communication
- **Camera parts and accessories** enable quality recording
- **OSHA safety principles** are crucial for personnel and equipment protection
- **Recording a 2-3 minute video** demonstrates practical skills in camera operation
- Understanding **technology evolution** helps adapt to modern production workflows
- **Portfolio management** ensures organized storage and review of video content

### Tips for Teachers:

- Demonstrate **each camera part and accessory in class**
- Conduct **practical video recording sessions** adhering to OSHA principles
- Have students **store and review their recorded clips** in a **digital portfolio**
- Discuss evolution of video technology to **inspire creativity and professional awareness**

# AUDIO PRODUCTION

## 1.0 Overview of Audio Production

### Definition:

Audio production is the process of **capturing, editing, mixing, mastering, and transmitting sound** for media purposes. It plays a crucial role in **radio, television, film, podcasts, online content, and live events**.

### Purpose of Audio Production in Media Technology:

- Communicate messages through **speech, music, and sound effects**
- Evoke **emotions and reactions** from the audience
- Enhance **storytelling, entertainment, and information delivery**
- Maintain **high-quality audio standards** for media platforms

### Key Stages of Audio Production:

1. **Capturing / Recording** - Collecting sound using microphones and recording equipment
2. **Editing** - Cleaning, trimming, and arranging audio tracks
3. **Mixing** - Combining multiple audio tracks into a single coherent soundscape
4. **Mastering** - Final adjustments to ensure consistency, loudness, and quality
5. **Transmission** - Broadcasting, streaming, or sharing audio through media platforms

## 2.0 Types of Sound in Audio Production

### Types of Sound:

#### 1. **Ambience / Background Sound**

- ✎ Environmental sounds that create context
- ✎ Examples: Rain, traffic, forest sounds, crowd noise

#### 2. **Music / Soundtracks**

- ✎ Enhances mood, tension, or emotion
- ✎ Examples: Background music in films, theme songs

### 3. Spoken Audio / Dialogue

- ∅ Recorded speech or narration
- ∅ Examples: Podcasts, radio announcements, interviews

### 4. Sound Effects

- ∅ Artificially created or recorded sounds to emphasize actions
- ∅ Examples: Footsteps, doors creaking, explosions

#### Functions of Sound in Media Production:

- **Communication:** Delivers information or dialogue clearly
- **Emotional Response:** Creates fear, joy, suspense, or excitement
- **Cultural Significance:** Reflects cultural sounds, music, or traditions
- **Entertainment:** Engages and captivates the audience

#### Practical Exercise:

- Listen to provided sounds and **identify type and function** (ambience, music, spoken audio)

### 3.0 Equipment and Accessories in Audio Production

Equipment / Accessory	Function	Examples / Notes
<b>Microphones</b>	Capture audio	Condenser (sensitive, studio use), Dynamic (durable, live use), Clip-on / Lavalier (interviews, presenters)
<b>Audio Signal Processor / Mixer</b>	Adjusts, balances, and combines multiple audio sources	Controls volume, EQ, panning, and effects
<b>Audio Transmission Equipment</b>	Sends audio to broadcast or recording devices	Amplifiers, transmitters, audio interfaces
<b>Speakers / Monitors</b>	Play back audio for monitoring	Studio monitors, PA systems

<b>Headphones</b>	Monitor sound without interference	Closed-back for recording, open-back for mixing
<b>Stands / Boom Poles</b>	Position microphones for optimal capture	Avoids handling noise, allows overhead capture
<b>Windjammer / Pop Filter</b>	Reduces wind and plosive sounds	Outdoor recordings, close-up speech recording
<b>Cables / Connectors</b>	Connect equipment reliably	XLR, TRS, USB cables
<b>Recording Devices</b>	Capture and store audio	Digital recorders, computer interfaces, DAWs (Digital Audio Workstations)

**Practical Tip:**

- Always check batteries, cables, and connections before recording to prevent disruptions

## 4.0 Audio Production Process

### 4.1 Capturing / Recording

- **Setup equipment:** Microphones, mixers, headphones, stands
- **Check settings:** Gain levels, input sources, sampling rate (e.g., 44.1kHz or 48kHz)
- **Capture different sounds:** Spoken audio, music, ambient sounds
- **Tips:** Avoid background noise, use windjammers outdoors, maintain proper mic distance

### 4.2 Editing

- Remove unwanted noise, clicks, or mistakes
- Trim start and end points for smooth transitions
- Normalize volume levels across clips
- Use audio editing software: **Audacity, Adobe Audition, GarageBand**

### 4.3 Mixing

- Combine multiple audio tracks (voice, music, sound effects)
- Adjust volume, EQ, panning, and effects

- Ensure clarity and balance between tracks

#### 4.4 Mastering

- Final enhancement: equalization, compression, and limiting
- Ensure uniform loudness and quality for distribution

#### 4.5 Transmission

- Export final audio format (MP3, WAV, FLAC)
- Prepare for broadcast, online streaming, or inclusion in video projects

### 5.0 Recording Practical Exercises

#### 5.1 Spoken Audio Clip (1 minute)

- **Task:** Record a one-minute narration, announcement, or dialogue
- **Equipment:** Microphone (dynamic or condenser), headphones, recording device
- **Steps:**
  1. Set up microphone and check connections
  2. Adjust gain and input levels
  3. Record the spoken audio while monitoring sound
  4. Playback and edit for clarity

#### 5.2 Ambience Clip (1 minute)

- **Task:** Capture environmental sounds (e.g., nature, street, classroom)
- **Equipment:** Field recorder, boom mic, windjammer
- **Steps:**
  1. Choose location with desired ambient sound
  2. Position microphone to capture natural sound
  3. Record for at least 1 minute
  4. Playback and check clarity

### 5.3 Peer Review

- Present recorded clips to peers
- Collect feedback on clarity, volume, background noise, and overall quality

### 5.4 Portfolio Storage

- Save clips digitally in organized folders:

AudioPortfolio/

Spoken/

Ambience/

Music/

- Include notes on equipment used, recording conditions, and editing steps

### 6.0 Importance of Sound in Media Production

- **Enhances storytelling:** Adds emotion, depth, and atmosphere
- **Improves communication:** Clear dialogue conveys messages effectively
- **Cultural reflection:** Music and ambient sounds reflect cultural settings
- **Professionalism:** High-quality audio increases production value
- **Audience engagement:** Captivates and maintains attention

### 7.0 Summary / Key Points

- **Audio production** involves capturing, editing, mixing, mastering, and transmitting sound
- **Types of sound:** Ambience, music, spoken audio, sound effects
- **Equipment:** Microphones, mixers, speakers, headphones, cables, stands, windjammers
- **Process:** Capture → Edit → Mix → Master → Transmit
- **Practical exercises:** Record spoken and ambient clips, perform peer review, and store in a portfolio

- **OSHA principles and safety:** Avoid hazards, fatigue, and equipment damage

#### **Tips for Teachers:**

- Demonstrate **microphone handling, mixer operations, and audio recording** in class
- Have students **record multiple types of audio clips**
- Conduct **peer review sessions** to enhance critical listening
- Encourage **portfolio management** to track student progress

# **MEDIA COMPANY OWNERSHIP & MANAGEMENT STRUCTURES (KENYA)**

## **1.0 Overview of Media Company Ownership and Management**

### **Definition of Media Company:**

A media company is an organization involved in **producing, publishing, or broadcasting content** such as newspapers, television, radio, digital platforms, and social media.

### **Importance of Media Companies:**

- Provide **information, education, and entertainment**
- Promote **culture, social values, and community engagement**
- Influence **public opinion and national development**
- Contribute to the **economy** through employment and advertising revenue

### **Key Focus Areas:**

1. **Ownership of media companies** - Who owns and controls the media
2. **Management structures** - How media companies are organized and operated

## **2.0 Types of Media Ownership in Kenya**

### **2.1 Private-Owned Media**

- **Definition:** Owned by individuals or private organizations for profit
- **Examples in Kenya:** Nation Media Group, Standard Group
- **Advantages:**
  - ☒ Quick decision-making
  - ☒ High-quality content due to competition
  - ☒ Encourages innovation and creativity
- **Disadvantages:**
  - ☒ Profit-driven, may ignore public interest
  - ☒ May show bias towards advertisers or owners

### **2.2 Community-Owned Media**

- **Definition:** Owned and managed by local communities or organizations

- **Examples in Kenya:** Kameme FM (community radio), Pamoja FM
- **Advantages:**
  - ☒ Reflects local issues and interests
  - ☒ Encourages community participation
  - ☒ Promotes local culture and languages
- **Disadvantages:**
  - ☒ Limited funding and resources
  - ☒ Smaller audience reach
  - ☒ Relies on volunteers, which can affect consistency

### 2.3 Government-Owned Media

- **Definition:** Owned and funded by the government
- **Examples in Kenya:** Kenya Broadcasting Corporation (KBC), Kenya Television Network (state-managed segments)
- **Advantages:**
  - ☒ Provides public service broadcasting
  - ☒ Promotes national unity and information dissemination
  - ☒ Less commercial pressure on content
- **Disadvantages:**
  - ☒ Risk of government influence or censorship
  - ☒ Slower decision-making
  - ☒ Less competitive content quality

### 3.0 Management Structures of Media Companies in Kenya

#### **Definition:**

Management structure refers to the **arrangement of roles, responsibilities, and hierarchy** within a media company to ensure smooth operations and success.

#### **Importance of Management Skills in Media Companies:**

- Ensures **efficient decision-making**
- Promotes **coordination between departments**
- Supports **successful content production and distribution**
- Helps **maximize profits and audience reach**

### 3.1 Key Roles in Media Company Management

<b>Role / Position</b>	<b>Responsibilities</b>	<b>Example in Practice</b>
<b>Manager / CEO</b>	Overall leadership, strategic planning, decision-making	Oversees all operations of a media house
<b>Finance Officer</b>	Manages budgets, accounts, salaries, and expenditures	Tracks revenue from ads, subscription, or grants
<b>Producer</b>	Oversees production of media content	Ensures timely delivery of TV shows, radio programs, or digital content
<b>Cinematographer / Camera Director</b>	Captures visual content	Sets up shots, lighting, and camera angles
<b>Art Director</b>	Designs visual style and graphics	Branding, layouts, video effects
<b>Editor</b>	Edits audio-visual content for final production	Cuts, sequences, and refines raw footage or audio
<b>Marketer</b>	Promotes media content and builds audience	Social media campaigns, advertising
<b>Legal Advisor</b>	Ensures compliance with media laws and intellectual property rights	Reviews contracts, copyright claims

### 3.2 Management Structures in Media Companies

#### 1. Hierarchical Structure

- Clear **top-down management**
- CEO at the top, followed by department heads
- Suitable for large private or government media companies

## 2. Flat Structure

- Few management levels
- Encourages **collaboration and quick decisions**
- Often used by small community media outlets

## 3. Matrix Structure

- Combines **functional and project-based teams**
- Employees report to **both project manager and department head**
- Used in media companies handling multiple projects simultaneously

## 4.0 Advantages of Management Structures

- Ensures **role clarity and accountability**
- Improves **coordination between departments**
- Facilitates **efficient workflow and project delivery**
- Supports **professionalism and content quality**

### Disadvantages:

- Too rigid structures can **limit creativity**
- Poor communication may occur in hierarchical setups
- Flat structures may lack **clear authority**, leading to confusion
- Complex matrix structures can be **difficult to manage**

## 5.0 Practical Activities

### 1. Discussion:

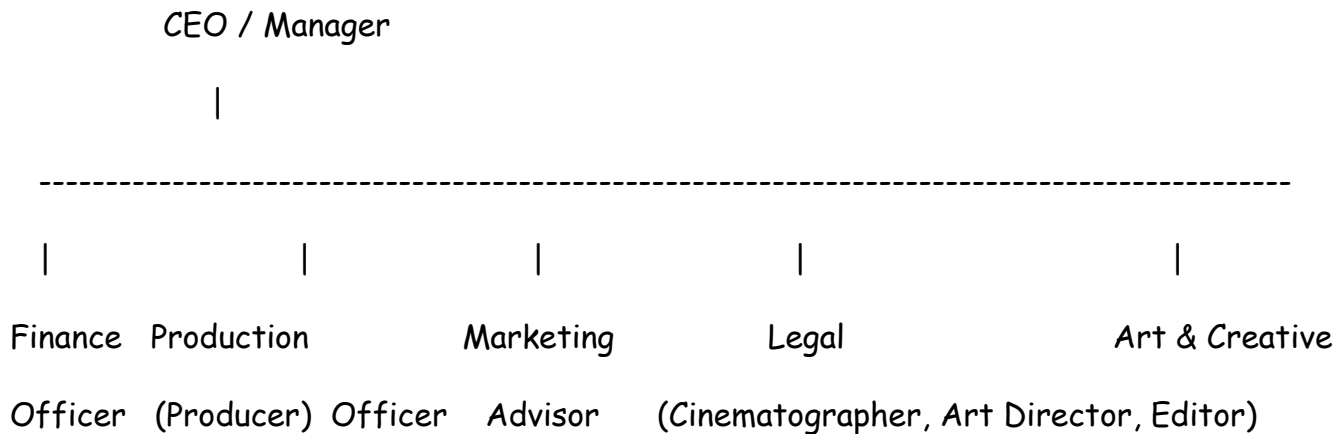
- ✎ Discuss the **advantages and disadvantages of media ownership types**
- ✎ Identify which ownership type best serves public interest, profit, or community

### 2. Chart Creation:

- ✎ Create a chart illustrating **management structures** of a media company in Kenya

- ☞ Include roles: **Manager, Finance Officer, Producer, Editor, Marketer, Cinematographer, Art Director, Legal Advisor**

### Example Chart:



### 3. Presentation:

- ☞ Present the chart to peers explaining **roles, responsibilities, and workflow**

### 4. Portfolio Storage:

- ☞ Keep the chart in a digital or physical portfolio as part of media management study resources

## 6.0 Summary / Key Points

- Media ownership in Kenya: **Private, Community, Government**
- Ownership affects content, reach, and company goals
- Management structure ensures **efficient operation and content quality**
- Key roles: **Manager, Finance Officer, Producer, Cinematographer, Art Director, Editor, Marketer, Legal Advisor**
- Proper management skills **contribute to the success of a media company**
- Charts and presentations help students **visualize organizational structure** and workflow

To be updated as time goes by.....