

KENYA CERTIFICATE OF BASIC EDUCATION

SENIOR SCHOOL ASSESSMENT

DECEMBER ASSIGNMENT 2026

GRADE 10 – MEDIA TECHNOLOGY

Time: 2 Hours

LEARNER'S DETAILS

Name: _____ School: _____

Assessment Number: _____ Date: _____

School Code: _____ Signature: _____

INSTRUCTIONS TO CANDIDATES

1. Write your details as required in the spaces above.
2. This paper consists of two sections: A and B.
3. Answer all questions in section A and section B.
4. Answer the questions in English.
5. All answers **MUST** be written in the spaces provided in the paper.
6. Do NOT remove any page from this question paper.

FOR OFFICIAL USE ONLY (EXAMINER'S USE)

SECTION	SECTION A	SECTION B	% SCORE	EE1	EE2	ME1	ME2	AE1	AE2	BE1	BE2
SCORE RANGE	30 MARKS	50 MARKS		90-100	75-89	58-74	41-57	31-40	21-30	11-20	1-10
	POINTS			8 POINTS	7 POINTS	6 POINTS	5 POINTS	4 POINTS	3 POINTS	2 POINTS	1 POINT
LEARNER'S TOTAL SCORE											

SECTION A (30 MARKS)

Answer **ALL** questions in this section.

1. a) Explain the meaning of **media content**. (1 mark)

- b) State **three** characteristics of effective media content. (3 marks)

i. _____

ii. _____

iii. _____

- c) Give **two** examples of media content that can be used to educate learners. (2 marks)

i. _____

ii. _____

2. a) Name the **three major components of a media production**. (3 marks)

i. _____

ii. _____

iii. _____

b) State **one importance of combining different media components** when creating content. (1 mark)

c) Give **one example of a multimedia production**. (1 mark)

3. A school environmental club wants to create a three-minute video encouraging learners to conserve water.

a) State **two pieces of information** that should be established before production begins. (2 marks)

i. _____

ii. _____

b) Explain **three reasons why planning is important in media production**. (3 marks)

i. _____

ii. _____

iii. _____

4. a) State **two safety precautions** when handling media production equipment. (2 marks)

i. _____

ii. _____

b) State **two ways of maintaining media equipment**. (2 marks)

i. _____

ii. _____

5. a) What is meant by a **target audience**? (1 mark)

b) State **two factors** that can influence the choice of language in media content. (2 marks)

i. _____

ii. _____

c) Explain **two reasons** why media creators should understand their target audience. (2 marks)

i. _____

ii. _____

6. a) State two benefits of using social media to distribute media content. (2 marks)

i. _____

ii. _____

b) Identify **one danger** associated with sharing unverified media content online. (1 mark)

c) State **two measures** that can help a media creator verify information before publishing it. (2 marks)

i. _____

ii. _____

SECTION B: 50 MARKS

Answer ALL questions in this section.

7. Study the simplified diagram of a video camera below.



a) Identify the components labelled **A, B, C, D and E**. (5 marks)

M. _____

N. _____

O. _____

P. _____

Q. _____

b) State the function of the following:

i. **Viewfinder** _____ (1 mark)

ii. **Lens** _____ (1 mark)

iii. **Microphone** _____ (1 mark)

c) State **two factors to consider when selecting a camera for a particular production**. (2 marks)

i. _____

ii. _____

8. A learner is taking a photograph of a cultural performance at school.

a) State **four principles or techniques of photographic composition** that the learner could apply. (4 marks)

i. _____

ii. _____

iii. _____

iv. _____

b) Explain how each of the following can improve a photograph:

i. **Rule of thirds** (2 marks)

ii. **Leading lines** (2 marks)

c) State **two factors that can make a photograph poorly composed**. (2 marks)

i. _____

ii. _____

9. Study the audio recording arrangement below.



a) Identify the four pieces of equipment represented in the diagram. (4 marks)

i. _____

ii. _____

iii. _____

iv. _____

b) State the function of:

i. **Audio mixer (1 mark)**

ii. **Audio recorder (1 mark)**

iii. **Headphones (1 mark)**

c) Explain **three causes of poor-quality sound during recording**. (3 marks)

- i. _____
- ii. _____
- iii. _____

10. A media club produces a short news bulletin. During editing, the learners discover that some footage is unnecessary, the sound levels vary greatly and the opening lacks a title.

a) Identify **three editing operations** that should be performed. (3 marks)

- i. _____
- ii. _____
- iii. _____

b) Explain how each of the following can improve the final production:

i. **Trimming (1 mark)**

ii. **Audio adjustment (1 mark)**

iii. **Adding titles (1 mark)**

c) State **two visual elements** that may be added during video editing. (2 marks)

- i. _____
- ii. _____

d) State **two considerations when choosing an output format for a video**. (2 marks)

- i. _____
- ii. _____

11. A Grade 10 learner has developed skills in photography, video production and graphic design. The learner plans to start a small media enterprise serving schools and local businesses.

a) Identify **three services** that the learner could offer to clients. **(3 marks)**

i. _____

ii. _____

iii. _____

b) Explain **two ways the learner could market the media enterprise**. **(2 marks)**

i. _____

ii. _____

c) State **three factors that should be considered when setting prices for media services**. **(3 marks)**

i. _____

ii. _____

iii. _____

d) State **two qualities of a successful media entrepreneur**. **(2 marks)**

i. _____

ii. _____

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GRADE 10 MEDIA TECHNOLOGY

MARKING SCHEME / ANSWERS

SECTION A 30 MARKS

1:

a) Meaning of media content

Media content refers to information, messages, ideas or materials created and communicated to an audience through a media platform. **(1)**

b) Characteristics of effective media content

Any three:

- Clear and understandable.
- Accurate and factual.
- Relevant to the target audience.
- Engaging/interesting.
- Appropriate to the purpose.
- Creative.
- Well organised.
- Ethical and responsible.

3 × 1 = 3 marks

c) Media content used to educate learners

Any two:

- Educational videos.
- Podcasts/audio lessons.
- Digital presentations.
- Educational photographs/infographics.
- E-books.
- Educational television programmes.
- Online tutorials.
- Documentaries.

2 × 1 = 2 marks

2:

a) Three major media components

Accept:

i. **Text (1)**

ii. **Images/graphics (1)**

iii. **Audio/video (1)**

Other appropriate media components such as animation may be accepted where correctly explained.

b) Importance of combining different media components

- It makes content more engaging and easier to understand by presenting information in different forms. **(1)**

c) Example of a multimedia production

Any one:

- Educational presentation containing text, images, sound and video.
- Interactive website.
- Multimedia advertisement.
- Digital documentary.
- Educational video with graphics and narration.

(1)

3:

a) Information to establish before production

Any two:

- Purpose/objective of the video.
- Target audience.
- Main message.
- Content/topic.
- Duration.
- Location.
- Available resources.
- Production schedule.
- Budget.
- Required personnel/equipment.

2 × 1 = 2 marks

b) Importance of planning

Any three explained points:

1. **Saves time** – Activities are organised before production begins. **(1)**
2. **Controls resources/costs** – Equipment, personnel and finances can be planned properly. **(1)**
3. **Improves quality** – Proper preparation helps producers achieve the intended message and production standards. **(1)**

Other acceptable points:

- Reduces errors.
- Ensures appropriate equipment is available.
- Clarifies roles and responsibilities.
- Helps meet deadlines.
- Identifies potential problems early.

3 × 1 = 3 marks

4:

a) Safety precautions

Any two:

- Handle equipment carefully.
- Keep electrical equipment away from water.
- Switch off equipment before connecting/disconnecting cables where appropriate.
- Avoid overloading electrical sockets.
- Store equipment safely after use.
- Use equipment according to manufacturer's instructions.
- Keep cables properly arranged to prevent tripping.
- Do not operate damaged equipment.

2 × 1 = 2 marks

b) Equipment maintenance

Any two:

- Clean equipment regularly.
- Store equipment in appropriate cases.
- Keep equipment dry and dust-free.
- Charge/store batteries appropriately.
- Inspect cables regularly.
- Carry out regular servicing.
- Protect lenses with caps.
- Keep equipment away from excessive heat/moisture.

2 × 1 = 2 marks

5:

a) Target audience

The **target audience** is the specific group of people for whom a media message or production is intended. **(1)**

b) Factors influencing choice of language

Any two:

- Age of audience.
- Education level.
- Cultural background.
- Language proficiency.
- Purpose of the media content.
- Location of audience.
- Nature of the subject.
- Formality required.

2 × 1 = 2 marks

c) Importance of understanding the target audience

Any two explained:

1. **Helps select appropriate language and presentation style** so that the audience can understand the message. **(1)**
2. **Makes content more relevant and engaging** to the intended audience. **(1)**

Other acceptable answers:

- Helps select the appropriate media platform.
- Helps determine suitable images and sounds.
- Improves communication effectiveness.
- Helps meet audience needs.
- Can increase audience participation.

2 × 1 = 2 marks

6:

a) Benefits of social media distribution

Any two:

- Reaches a large audience quickly.
- Allows rapid sharing.
- Enables audience interaction and feedback.
- Relatively inexpensive to distribute.
- Allows multimedia content.
- Can reach audiences beyond geographical boundaries.
- Content can be updated easily.

2 × 1 = 2 marks

b) Danger of sharing unverified content

Any one:

- Spreads misinformation/disinformation.
- Can damage someone's reputation.
- May cause fear or confusion.
- Can lead to conflict.
- May result in legal or ethical consequences.

(1 mark)

c) Ways of verifying information

Any two:

- Check reliable/authoritative sources.
- Compare information from several credible sources.
- Check the original source of the information.
- Verify the date and context.
- Consult recognised experts or official institutions.
- Check whether photographs/videos have been manipulated or taken out of context.

2 × 1 = 2 marks

7:

a) Identification [5 marks]

Based on Figure 1:

A. Viewfinder (1)

B. LCD screen/display (1)

C. Lens (1)

D. Control/button (1)

E. Microphone (1)

Note: Where the learner identifies D more specifically as a recording control, shutter/record button or camera control, award the mark if appropriate to the indicated position.

b) Functions

i. Viewfinder

Used to view and frame the subject/scene being captured. **(1)**

ii. Lens

Collects and focuses light to form an image on the camera sensor. **(1)**

iii. Microphone

Captures sound/audio during recording. **(1)**

c) Factors when selecting a camera

Any two:

- Image/video quality or resolution.
- Sensor quality.
- Lens compatibility.
- Zoom capability.
- Low-light performance.
- Storage capacity.
- Battery life.
- Portability.
- Cost/budget.
- Recording features.
- Audio inputs.
- Intended purpose of production.

2 × 1 = 2 marks

8:

a) Four principles/techniques of composition

Any four:

- Rule of thirds.
- Leading lines.
- Balance.
- Symmetry.
- Framing.
- Depth.
- Perspective.
- Pattern/repetition.
- Negative space.
- Proper background selection.
- Appropriate point of view.

4 × 1 = 4 marks

b) Explanation

i. Rule of thirds

Divides the image into a grid of nine sections and places important subjects along the lines or at their intersections to create a balanced and visually appealing composition. **(2)**

ii. Leading lines

Uses lines within the scene to guide the viewer's eyes towards the main subject or through the photograph. **(2)**

c) Causes of poor composition

Any two:

- Distracting background.
- Poor framing.
- Subject placed awkwardly.
- Excessive empty space.
- Poor balance.
- Unwanted objects in the frame.
- Incorrect camera angle.
- Subject cut off unintentionally.
- Poor lighting affecting visibility.

2 × 1 = 2 marks

9:

a) Equipment identification [4 marks]

i. Microphone (1)

ii. Audio mixer (1)

iii. Audio recorder (1)

iv. Headphones (1)

b) Functions

i. Audio mixer

Combines, balances and controls audio signals from different sources. **(1)**

ii. Audio recorder

Records and stores audio signals for later playback/editing. **(1)**

iii. Headphones

Allow the sound operator to monitor the recorded/ incoming audio and detect problems such as noise or distortion. **(1)**

c) Causes of poor-quality sound

Any three:

- Background/environmental noise.
- Microphone placed too far from the speaker.
- Excessively high or low recording levels.
- Damaged microphone/cables.
- Wind noise.
- Electrical interference.
- Poor microphone positioning.
- Acoustic echo/reverberation.
- Failure to monitor sound.
- Distortion caused by excessive volume.

3 × 1 = 3 marks

10:

a) Editing operations

Any three:

- Trimming/cutting unwanted footage. **(1)**
- Adjusting audio levels. **(1)**
- Adding titles. **(1)**
- Arranging clips in sequence.
- Adding transitions.
- Colour correction.
- Adding background music.
- Removing unwanted audio.
- Adding captions.

3 × 1 = 3 marks

b) How the operations improve the production

i. Trimming

Removes unnecessary footage and makes the programme shorter, clearer and more focused. **(1)**

ii. Audio adjustment

Balances sound levels so that speech can be heard clearly and audio is not excessively loud or quiet. **(1)**

iii. Adding titles

Identifies the programme, speakers, topics or sections and provides viewers with useful information. **(1)**

c) Visual elements

Any two:

- Titles.
- Captions.
- Graphics.
- Logos.
- Transitions.
- Photographs.
- Animation.
- Lower-thirds.
- Charts/infographics.

2 × 1 = 2 marks

d) Output format considerations

Any two:

- Intended playback/distribution platform.
- Compatibility with devices/software.
- Required video quality/resolution.
- File size.
- Available storage/bandwidth.
- Compression requirements.
- Audio/video quality.

2 × 1 = 2 marks

11:

a) Services the learner could offer

Any three:

- Photography services.
- Video recording.
- Video editing.
- Graphic design.
- Poster/banner design.
- Social media content creation.
- Event coverage.
- Advertisement production.
- Audio recording.
- Logo design.
- Documentary production.
- Livestreaming services.

3 × 1 = 3 marks

b) Ways of marketing the enterprise

Any two explained:

1. **Social media marketing** – Display samples of work and services on suitable social media platforms to reach potential customers. **(1)**
2. **Direct/local promotion** – Visit schools and businesses, distribute promotional materials or use referrals to attract clients. **(1)**

Other acceptable answers:

- Website/online portfolio.
- Word-of-mouth referrals.
- Posters and brochures.
- Networking.
- Promotional offers.
- Community events.
- Partnerships with organisations.

2 × 1 = 2 marks

c) Factors when setting prices

Any three:

- Cost of equipment and materials.
- Time required for the job.
- Labour/personnel costs.
- Transport costs.
- Complexity of the assignment.
- Client requirements.
- Quality of service.
- Market/competitor prices.
- Business operating expenses.
- Desired profit.
- Editing requirements.
- Number of deliverables.

3 × 1 = 3 marks

d) Qualities of a successful media entrepreneur

Any two:

- Creativity.
- Innovation.
- Good communication skills.
- Technical competence.
- Business skills.
- Time management.
- Reliability.
- Adaptability.
- Problem-solving ability.
- Persistence.
- Professionalism.
- Ability to work with clients.

2 × 1 = 2 marks

KENYA CERTIFICATE OF BASIC EDUCATION

SENIOR SCHOOL ASSESSMENT

TERM 3 PROJECT BASED ASSESSMENT 2026

GRADE 10 – MEDIA TECHNOLOGY

Time: 2 Hours



LEARNER'S DETAILS

Name: _____ School: _____

Assessment Number: _____ Date: _____

School Code: _____ Signature: _____

INSTRUCTIONS TO CANDIDATES

GRADE 10 MEDIA TECHNOLOGY

PROJECT ASSESSMENT — 20 MARKS

Project Title: Production of a Digital Promotional Poster

TASK

Design and produce a **digital promotional poster** for a school event, educational programme, community activity or school club.

The poster should promote the event clearly and attractively using appropriate **media technology principles and digital design skills**.

REQUIREMENTS

The poster should contain:

1. A suitable **title/headline**.
2. Appropriate **images or graphics**.
3. Relevant information such as **date, venue, time and contact information**.
4. Appropriate **font styles and sizes**.
5. Suitable **colour combinations**.
6. Good **layout and spacing**.
7. A clear visual hierarchy.
8. A final design that can be shared digitally or printed.

The learner may use available software such as **Canva, Microsoft PowerPoint, Publisher, Photoshop, GIMP or another suitable digital design application**.

MARKING SCHEME — 20 MARKS

Assessment Area	Marks
1. Interpretation of project brief and planning	2
2. Appropriate selection and arrangement of text	2
3. Selection and use of images/graphics	3
4. Application of colour principles	2
5. Layout, composition and spacing	3
6. Use of typography/fonts	2
7. Technical use of digital media software	2
8. Creativity and originality	2
9. Accuracy and completeness of information	1
10. Presentation and file management	1
TOTAL	20

ASSESSMENT

1. Planning — 2 marks

- Clear interpretation of the brief — **1**
- Evidence of planning/sketch or appropriate design concept — **1**

2. Text — 2 marks

- Relevant and well-organised information — **1**
- Clear hierarchy between heading, subheadings and body text — **1**

3. Images/Graphics — 3 marks

- Appropriate images/graphics selected — **1**
- Images positioned and sized appropriately — **1**
- Images contribute effectively to the message — **1**

4. Colour — 2 marks

- Appropriate colour combination — **1**
- Good contrast and readability — **1**

5. Layout and Composition — 3 marks

- Balanced arrangement of elements — **1**
- Appropriate spacing and alignment — **1**
- Clear focal point/visual hierarchy — **1**

6. Typography — 2 marks

- Appropriate font styles — **1**
- Consistent and readable font sizes — **1**

7. Digital Software Skills — 2 marks

- Correct use of design tools such as text, shapes, images and alignment — **1**
- Effective editing/resizing/cropping or other relevant digital techniques — **1**

8. Creativity and Originality — 2 marks

- Creative approach to the design — **1**
- Original and visually appealing final product — **1**

9. Accuracy — 1 mark

- All important information is accurate, complete and free from spelling errors — **1**

10. Presentation and File Management — 1 mark

- Final poster is neatly presented, correctly saved/exported and ready for digital sharing or printing — **1**

EXPECTED PRODUCT

The learner should submit:

- **One completed digital promotional poster**
- **The editable project file**, where applicable
- **A final exported copy** in PDF, PNG or JPEG format

TOTAL: 20 MARKS

GRADE 10 MEDIA TECHNOLOGY

PROJECT ASSESSMENT — MARKING SCHEME

Project: Production of a Digital Promotional Poster

Total: 20 Marks

No.	Assessment Area	Marking Points	Marks
1	Interpretation and planning	Correctly interprets the brief – 1; develops a suitable design concept/plan – 1	2
2	Text content and arrangement	Relevant information – 1; clear organisation/hierarchy of text – 1	2
3	Images and graphics	Appropriate images – 1; proper placement/scaling – 1; images support the message – 1	3
4	Colour application	Suitable colour combination – 1; good contrast/readability – 1	2
5	Layout and composition	Balanced arrangement – 1; effective spacing/alignment – 1; clear focal point – 1	3
6	Typography	Appropriate font selection – 1; readable and consistent font sizes/styles – 1	2
7	Digital technical skills	Correct use of design tools – 1; effective editing, cropping, resizing or positioning – 1	2
8	Creativity and originality	Creative design concept – 1; originality and visual appeal – 1	2
9	Accuracy of information	Correct spelling, dates, venue, time and other details – 1	1
10	Presentation and file management	Neat final product, correctly saved/exported and suitable for sharing/printing – 1	1
	TOTAL		20

PERFORMANCE DESCRIPTORS

19–20 marks: EE — highly creative, technically proficient and professionally presented.

16–18 marks: ME — effective design with only minor weaknesses.

10–15 marks: AE — meets most requirements with some areas needing improvement.
-basic requirements achieved but significant improvement needed.

0–9 marks: BE — incomplete or demonstrates limited application of media technology skills.

TOTAL: 20 MARKS

