GRADE 10 NOTES

MEDIA TECHNOLOGY

COMPREHENSIVE HANDBOOK NOTES

Well-organized, simplified learning notes that provide clear, concise information in a logical sequence, making key concepts easily accessible and memorable, enhancing understanding and retention while fostering engagement and facilitating effective study. By providing a clear focus on key ideas, these Mwalimu Consultancy Ltd Notes foster better retention and comprehension, making learning more accessible and enjoyable.

MWALIMU VERSION

For Complete Notes, kindly contact

Mr Isaboke 0746-222-000 / 0753-222-000

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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

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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

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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



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
Producer	Oversees entire project, manages budget, ensures project is completed on time	Allocates funds, approves scripts, coordinates team
Director	Creative lead, guides vision and storytelling	Decides camera angles, directs actors, sets tone of program
Creative Writers	Develop scripts, storylines, and dialogues	Write TV talk show scripts, radio infomercials, podcast episodes
Production Manager	Handles logistics and operations	Scheduling, hiring crew, organizing equipment

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Researcher	Gathers information to support script and production	Market trends, audience analysis, factual content for documentaries
Storyboard Artist	Visualizes scenes before shooting	Draws scene-by-scene plans for TV shows, adverts
Casting Director	Finds suitable actors/presenters	Auditions for TV drama, radio drama voice actors
Location Scout	Identifies filming locations	Studios, outdoor sites, set design
Costume/Props Manager	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
Producer	Oversees the entire production, ensures resources are available, manages budget	Approves schedules, hires key staff, ensures deadlines are met
Director	Leads creative execution, directs actors, decides camera shots, ensures script is followed	Guides performance in TV drama, talk shows, radio dramatizations
Creative Writers	Support script changes during production, provide dialogues and narration	On-set script adjustments for live shows
Camera Personnel / Cinematographer	Operates cameras, frames shots, manages camera angles, lens selection	Captures scenes for TV, film, or video
Sound Personnel / Audio Technicians	Records and monitors audio, sets microphones, reduces background noise	Ensures clear voice recording during talk shows or interviews
Lighting Personnel / Gaffer	Designs and sets up lighting to match scene mood	Key light, fill light, backlight for studio or location shoots
Grip / Stage Crew	Handles equipment setup, moves props, ensures smooth set operations	Positioning cameras, tripods, and backdrops
Production Designers / Set Designers	Create and maintain the physical look of sets	Props, furniture, backdrops, scene decorations
Cast / Actors / Presenters	Perform roles according to script	TV drama actors, talk show hosts, radio voice artists
Newscasters / Reporters	Present news and reports, follow scripts	TV anchors, field reporters
News Editor	Oversees content accuracy, ensures correct flow and timing	Live news editing, segment coordination
Transmission Crew	Handles broadcasting, ensures signal quality	Satellite uplink, streaming live feeds
Archiving Personnel	Stores footage, maintains records for reuse or future reference	Digital storage of recorded shows, cloud storage

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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

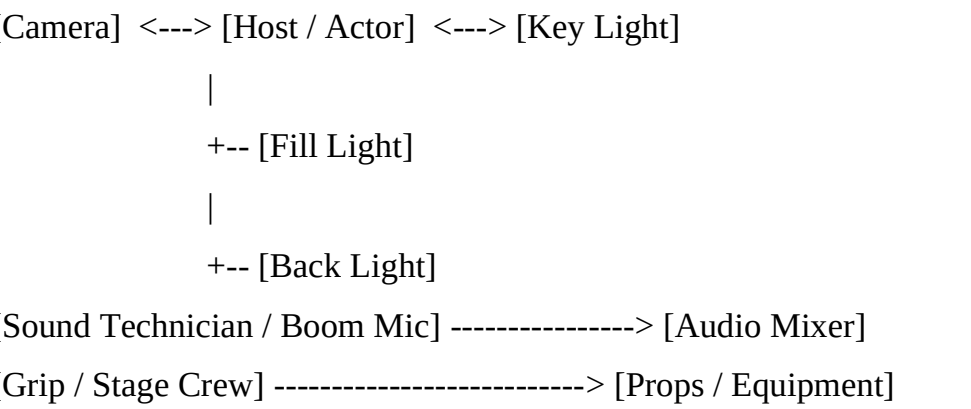
4.2 Sound / Audio Setup

- **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



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

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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
Video Editor	Edits raw footage into a cohesive media product	Cuts unwanted scenes, sequences clips, adds transitions and effects
Audio Engineer / Sound Editor	Enhances audio quality, synchronizes audio with video	Reduces background noise, adds sound effects, mixes music
Visual Effects (VFX) Artist	Adds animations, graphics, CGI, and other visual enhancements	Animated titles, overlays, green screen effects
Colorist / Color Grader	Adjusts colors to improve visual appeal and consistency	Brightens scenes, creates mood with color tones

Marketing & Distribution Personnel	Prepares edited media for publication or broadcasting	Uploads videos to TV channels, social media, streaming platforms
Archivist / Data Manager	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

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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:

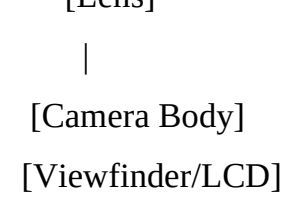
1. **Pin-Hole Cameras (Early 19th Century)**
   - Basic light-sensitive box capturing inverted images
   - Simple storytelling ability: recording scenes and people
2. **Film Cameras (20th Century)**
   - Captured images on photographic film
   - Enabled **black & white** and later **color photography**
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
Camera Body	Main structure housing components	Holds sensor, memory card, and battery
Lens	Focuses light to form image on sensor	Prime lens (fixed focal length), Zoom lens (variable focal length)
Viewfinder / LCD Screen	Frame the shot	SLR uses optical viewfinder, DSLR uses digital LCD
Shutter Button	Captures the image	Half-press for focus, full-press to take photo
Aperture / Iris	Controls light entering lens	Small aperture = deep focus, large aperture = blurred background
Shutter	Controls exposure time	Faster shutter = freeze action, slower shutter = motion blur
ISO Setting	Sensitivity of sensor to light	Higher ISO for low-light, lower ISO for daylight
Flash	Provides extra light	Built-in or external flash for dark environments
Memory Card Slot	Stores images digitally	SD card or CF card
Battery Compartment	Powers camera	Rechargeable batteries
Mode Dial	Selects shooting modes	Manual, Auto, Portrait, Landscape, Sports

Illustration:



[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**

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4.0 Role of Lenses in Photography

Lens Type	Function	Example Use
Prime Lens	Fixed focal length, sharp images, wide aperture	Portraits, low-light photography
Zoom Lens	Variable focal length, flexible framing	Events, wildlife, landscape
Wide-Angle Lens	Captures large areas	Landscape, architecture
Telephoto Lens	Magnifies distant objects	Wildlife, sports photography
Macro Lens	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**

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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

POLITE NOTE!

Take note that this is a free Sample of the Well Organized Detailed Simplified Notes. THE SAMPLE IS FREE OF CHARGE!

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FOR MORE EDUCATIONAL RESOURCES,

CONTACT MR ISABOKE

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FOR THE FOLLOWING;

- ✓ ONLINE TUITION
- ✓ REVISION NOTES
- ✓ SCHEMES OF WORK
- ✓ SETBOOKS VIDEOS
- ✓ TERMLY EXAMS
- ✓ QUICK REVISION KITS
- ✓ KCSE PREMOCKS
- ✓ TOP SCHOOLS PREMOCKS
- ✓ KPLEA JOINT PREMOCKS
- ✓ TOP SCHOOLS MOCKS
- ✓ KPLEA JOINT MOCKS
- ✓ KJSEA POSTMOCKS
- ✓ TOP SCHOOLS PREDICTIONS
- ✓ FINAL EXAM PREDICTIONS
- ✓ KPLEA REVEALED SETS
- ✓ KPSEA EXAMS

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mwalimuconsultancy@gmail.com

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