

Module Specification

Summary Information

Module Code	6606STE
Formal Module Title	Video Production
Career	Undergraduate
Credits	15
Academic level	FHEQ Level 6
Module Pass Mark	40

Learning Methods

Learning Method Type	Hours
Lecture	15
Workshop	25

Module Offering(s)

Start Month	Duration
September	12 Weeks

Aims and Outcomes

Aims	This module aims to introduce the basic techniques, skills and ideas needed to produce short video programmes. Although students are introduced to video technologies when studying audio postproduction, this module is intended to broaden that skill base by developing the skills necessary to produce vision as well as audio.
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Learning Outcomes

After completing the module the student should be able to:

Code	Description
MLO1	Demonstrate operational competence in the use of video equipment for acquisition editing and postproduction.
MLO2	Script, storyboard, shoot and edit a video to a given brief paying due consideration to location choice, framing, sound, and lighting.
MLO3	Critically evaluate their finished video programme by reference to professional practice and standards.

Module Content

Outline Syllabus

Introduction to the module

Examination of the history of film and video and video's effect on popular culture. Advances in video production including history of formats, editing, digital effects and photography. Technical terms needed to communicate ideas and techniques within the crew. Discussion of colour temperature, exposure, white balance, waveform monitoring, focal length and aperture, contrast, and exposure.

Camera Techniques

The vocabulary of shot description and basic camera techniques; an explanation of various shot types and their uses within different contexts. Camera movement; pan, tilt, tracking, crabbing and their uses. How to direct the camera; documenter/voyeur/POV. How to communicate detailed shot descriptions to directors, camera operators and crew.

Production process

Writing a shooting script and treatment and developing storyboards, locations stills and animatics.

Basic lighting theory and techniques

An introduction to lighting for film and video. Colour theory and its relationship with film and video. Key concepts and practical explanations of lighting setups.

An introduction to the music video

Examination of its history, forms, aims and development. How to shoot to pre-recorded audio on location; camera sync to master TC generator, auto/manual sync-ing and re-syncing manually.

Editing

Introduction to editing, its role and its history. Development of the NLE. Introduction to editing process including protocol and key terms used. Logging rushes, the paper edit, EDL's. Creative editing styles for different genres. How the edit changes the feel of a piece. Cutting to music. Introduction to digital effects and titling. Colour correction, finalisation, and output processes.

Assessments

Assignment Category	Assessment Name	Weight	Exam/Test Length (hours)	Learning Outcome Mapping
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Portfolio	Portfolio	100	0	ML01, ML02, ML03
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