

COURSE SPECIFICATION DOCUMENT

Academic School/Department:	Communications & The Arts
Programme:	Communications: Advertising & PR Digital Communications and Social Media Film Studies Film & Photography
FHEQ Level:	6
Course Title:	Advanced Digital Video
Course Code:	FLM 6101
Total Hours:	160
Timetabled Hours:	45
Guided Learning Hours:	15
Independent Learning Hours:	100
Credits:	16 UK CATS credits 8 ECTS credits 4 US credits

Course Description:

The contemporary practitioner is often called upon to deploy media technologies (filming, sound recording and editing software) in a range of new and unexpected ways and must understand not just the application of these tools but how to sophisticatedly exploit them in the service of a complex, often minimal brief.

The course gives students the space to develop their own projects within an open brief that allows them to develop their own interests as a filmmaker and consider the context they intend to work within in the future. Alongside the student-led structure of the class, students will gain advanced skills in using the tools of contemporary production and will need to carefully consider how they apply this new knowledge to their own projects. As part of the class students will need to consider the distribution of their projects, culminating in a collaborative public event.

Prerequisites:

One of the following:

ADM 5200 Video Production

COM 5230 Creating Digital Images

FLM 6103 International Cinema

Aims and Objectives:

Building on skills developed during prerequisites, students will author and produce their own projects within an open brief structure. As part of this process students will learn advanced skills in pre-production, production and post-production, while also gaining further experience in pitching projects and writing treatments. Students will take this course in their senior years, and it will support them in thinking about their next steps into the professional world and the contexts they have ambitions to work within. An important element of the course will be collaborating on the organisation, fund-raising, and marketing of a public event to be held near the end of the semester.

Programme Outcomes:

Communications: Advertising and PR: A6ii, B6iii, C6ii, C6iii, D6i-iii

Digital Communication & Social Media: A6iii, B6i, B6iii, C6ii, D6i, D6ii, D6iii

Film Studies: A6iii, B6i, B6iii, C6ii, D6ii, D6iii, D6iv

Film & Photography: A6iii, B6i, B6iii, C6ii, D6i, D6ii, D6iii

A detailed list of the programme outcomes is found in the Programme Specification. This is maintained by Registry and located at:

<https://www.richmond.ac.uk/programme-and-course-specifications/>

Learning Outcomes:

By the end of this course, successful students should be able to:

- Systematically understand the digital format and narrative in relation to both its social context and earlier forms.
- Systematically understand creative and authorial applications of key digital video production processes, interdisciplinary links and professional practices.
- Systematic understand how audiences engage with digital videos and derive meaning from them.
- Organise and manage supervised, self-directed goal-oriented projects, through which a sophisticated understanding of methodologies is demonstrated.
- Act and plan with minimal direction or supervision for a digital video project which requires engaging in self-reflection, using feedback to analyse and, appraising alternatives while demonstrating personal responsibilities and professional codes of conduct.
- Gain flexible skills that translate directly into the workplace for digital video projects requiring individual and teamwork.

Indicative Content:

- Working independently within an open brief
- Advanced digital video production techniques
- The use of advanced Cinema and DSLR cameras
- Advanced preparation and planning
- Consider contexts of projects when making editorial and aesthetic decisions
- Plan and deliver a public event/screening

Assessment:

This course conforms to the University Assessment Norms approved at Academic Board and located at: <https://www.richmond.ac.uk/university-policies/>

Teaching Methodology:

The first part of the semester will be spent exploring different theoretical and practical methods of audience and brand analysis, culminating in the group presentation. This background knowledge (which also includes an exploration of the products a fledgling filmmaker offers) will be developed during the latter sessions, which have a practical filmmaking focus.

Students will be encouraged to source acting talent from outside the group, building relationships with the Acting major and fostering a supportive co-learning environment amongst students.

Indicative texts:

Bernardo, N. *The Producer's Guide to Transmedia*. Dublin: CR Entertainment Ltd, 2011.

Chaffey, D. And Fiona Ellis-Chadwick. *Digital Marketing*. London: Pearson. 2012,
Gitelman, L. And Pingree, G. *New Media, 1740-1915*. Cambridge: MIT Press, 2003.

Jenkins, H. *Convergence Culture*. New York: New York University Press, 2008.

Lambert, J. *Digital Storytelling: Capturing Lives, Creating Communities*. London: Routledge, 2013.

Mayer-Schonberger, V. *Delete: the Virtue of Forgetting in the Digital Age*. Princeton: Princeton University Press, 2009.

See syllabus for complete reading list

Journals:

AV Magazine

Digital Video Magazine

View Finder

Web Sites:

www.adobe.com

www.bfi.org.uk

www.companieshouse.gov.uk/

www.apple.com/uk/finalcutpro

Please Note: The core and the reference texts will be reviewed at the time of designing the semester syllabus

Change Log for this CSD:

Nature of Change	Date Approved & Approval Body (School or LTPC)	Change Actioned by Academic Registry
Various updates as part of the UG programme review	AB Jan 2022	
Revision – annual update	May 2023	
Total Hours Updated	April 2024	