COURSE SPECIFICATION DOCUMENT

Academic School / Department: Communications and the Arts

Programme: BA Communications and Media Studies

FHEQ Level: 4

Course Title: Introduction to Content Creation

Course Code: COMM 4102

Total Hours: 160 (Lev 3-5) (4 US Credit)
Timetabled Hours: 45
Guided Learning Hours: 15
Independent Learning Hours: 100

Credit   16 UK CATS credits
8 ECTS credits
4 UK credits

Course Description:

This practical course introduces students to key aspects of contemporary media production through the creation of their own podcasts, short film and photographic essay. It focuses on the key skills of photography, audio and visual recording and editing using industry standard hardware and software. Students will learn and develop practical skills offering the opportunity to demonstrate creativity across a range of visual and sonic mediums. They will also be introduced to the history of visual and sonic media (alongside contemporary examples of professional work) and learn key strategies (such as media skills audits) to identify and plan practical work.

Prerequisites:

None

Aims and Objectives:

This course seeks to:

- Introduce the key skills of audio, video and photography production in both capturing and editing processes.

- Develop the ability to communicate through sonic and visual and written media.

- Introduce pre-production work such as the writing of scripts, interviews, storyboarding, and delivery of vocal performances.

- Introduces industry standard professional software.

- Develop presentation and pitching techniques.

- Compare and contrast the practices of media production within radio, film, photography and beyond.

- Introduce students to the historical evolution of sonic and visual arts.

Programme Outcomes:

4BI, 4CI, 4DI

A detailed list of the programme outcomes are found in the Programme Specification.

This is located at the archive maintained by Registry and found at:
https://www.richmond.ac.uk/programme-and-course-specifications/

Learning Outcomes:

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

- Demonstrates a broad understanding of the key issues of and core methods in practice-centred thinking around sound and images.

- Demonstrates broad communication skills (including digital literacy) in deploying ideas and information to in a range of different formats and media, including written, visual, and sonic modalities and technologies.

- Demonstrates broad skills that are relevant to the workplace in terms of both personal and/or group outcomes.

Indicative Content:

- Use of capture and editing hardware and software

- Storyboarding and pre-production planning

- Scriptwriting and narrative development

- Principles of visual and sonic storytelling

- Capturing sound and visuals

- Composition and Framing

- Exploration of natural and artificial lighting

- Fundamentals of sound recording - microphone placement and audio levels.

- Visual and sonic editing and postproduction tools

- Collaboration in media production, from sharing creative roles to combining visual, audio, and narrative elements cohesively.

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:

This course will be delivered face to face through a combination of lectures and interactive sessions. In addition to classroom activities, there are guided learning elements that are tutor led and arranged through Blackboard. These activities can be asynchronous online sessions, flipped classrooms, set readings with discussion boards or set guest lectures for example. Set activities are monitored by the instructor to ascertain student engagement. Students are encouraged to prepare for class and to play an active part, to raise questions, following-up ideas and interact with a wide range of provided material.

Indicative Text(s):

Anderson, C.D. (2025) *Sound Design for the Visual Storyteller: Creating Sound for Visual Media*. Waltham, Ma: Focal Press.

Beaman, J. (2011) *Interviewing for Radio*. London: Routledge.

Caves, R. (2002) *Creative Industries*. Cambridge, Mass: Harvard University Press

Mackendrick, A. and Cronin, P. (2005) *On filmmaking: an introduction to the Craft of the Director.* London: Faber and Faber.

Griffey, J. (2024) *Digital Media Production for Beginners*. London: Routledge.

McDougall, J. & Pollard, C. (2019) *Media Studies: The Basics*. London: Routledge.

McLeish, R. (2015) *Radio Production*. 6th edn. Waltham, Mass: Focal Press

Quicke, R. (2023) *Finding Your Voice in Radio, Audio, and Podcast Production*. London: Routledge.

Shuker, R. (2016) *Understanding Popular Music*, 5th edn. London: Routledge.

Journals

Journal of New Music Research.

Music Week.

Websites

SonXhub. Available at: [SONXHUB](#) (Accessed: November 2024)

Sound and Vision. Available at: [Home Page | Sound & Vision (soundandvision.com)](#) (Accessed: November 2024)

Create Digital Music. Available at: [CDM Create Digital Music - Create digital music, motion, and more.](#) (Accessed: November 2024)

See syllabus for complete reading list.

Change Log for this CSD:

Nature of Change	Date Approved & Approval Body (School or AB)	Change Actioned by Registry Services
First edition	Nov 2024	