

COURSE SPECIFICATION DOCUMENT

Academic School/Department: Communications, Arts and Social Sciences

Programme: Art, Design and Media

FHEQ Level: 5

Course Title: Video Production

Course Code: ADM 5200

Course Leader: Professor Mary Robert

Student Engagement Hours: 120

Demonstrations and Practice 25

Lectures 7

Tutorials and/or Group Critiques 13

Study Visits

45

Independent / Guided learning: 75

Semester: Fall/Spring

Credits: 12 UK CATS credits
6 ECTS credits
3 US credits

Course Description:

A 'hands-on' video course involving most aspects of production from camera work and sound recording to editing and audio dubbing. The theory and practice of video technology are taught through a series of group exercises and out of class assignments. Students also study a range of classic videos and film as a means of understanding the language of the medium. A studio fee* is levied on this course.

Prerequisites:

None

Aims and Objectives:

This is a lecture and laboratory course designed to give students aesthetic knowledge and practical experience in video production. Screenings of a broad selection of screen genres and practices will highlight the importance of the moving image as an art form and communication medium. Critical discussion and practical workshops covering pre-production planning, field-production and post-production will enable the students to produce their own video projects for exhibition.

Programme Outcomes :

A7, A8, B5, C5, C6, C8, C9, C10, D3,D4, D6

A detailed list of the programme outcomes are found in the Programme Specification.
This is located at: <http://myrichmond.richmond.ac.uk/departments/artsandsciences>

Learning Outcomes:

- Understand and apply the technical skills of video production and the aesthetic and artistic principles of cinema under limited supervision and direction
- Interact effectively within a small video production team
- Demonstrate the ability to produce and effectively apply pre-production planning techniques including treatments, shot lists and storyboards as well as post production editing
- Identify, analyse and communicate a critical review of other artist's video/cinema production in relation to established theories and concepts

Indicative Content:

- Equipment & Editing: the digital video camera, tripod, tungsten lighting, sound recording, current editing software – How to operate effectively – technically and aesthetically
- Drawing and the Storyboard – How to make and the significance of
- Writing a treatment
- How to structure a narrative
- Foley & Sound Design
- The importance of the Set and Lighting
- How to audition and direct actors
- Discussion and analysis of a range of film/video clips which illustrates and develops filmic principles both technical and conceptual
- Shooting on location/in studio – logistics, planning and practice
- The Production Book – How to & Importance of

Assessment:

This course conforms to the Richmond University Special Programme Assessment Norms for Art, Design and Media approved by Academic Council on 28 June 2012.

Teaching Methodology:

Lectures, screenings, demonstrations, supervised practice, individual tutorials, and group critiques comprise the teaching methods for this course.

