COURSE SPECIFICATION DOCUMENT

NOTE: ANY CHANGES TO A CSD MUST GO THROUGH ALL OF THE RELEVANT APPROVAL PROCESSES, INCLUDING LTPC.

Academic School/Department:	CASS
Programme:	Film Studies
***FHEQ* Level:**	6
Course Title:	Advanced Digital Video
Course Code:	FLM 6210
Course Leader:	John Chua
Student Engagement Hours:	120
Lectures:	22.5
Seminar / Tutorials:	22.5
Independent / Guided Learning:	75
Semester:	Fall
Credits:	12 UK CATS credits
	6 ECTS credits
	3 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.

Building on theoretical and practical skills developed in previous courses, students are required to identify key industrial indicators and brand elements, developing these into a final year film project. The resulting work will be informally critiqued by a practising TV producer. Assessment is undertaken by the course tutor.

Prerequisites: ADM 5200 Video Production

Aims and Objectives:
Building on skills developed during ADM 5200 and other Film Studies courses, students will research an industry and use this information to formulate three viral films as a final year project to promote a brand without making explicit mention of it.

Students will be expected to demonstrate an understanding of visual narrative, semiology and a range of design/technical skills, using these as a method for developing praxis.

Programme Outcomes:
6A(iii), 6B (i/iii), 6C (ii), 6D (i/ii/iii)

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

This is located at the Departmental/Schools page of the portal.

This is located at the archive maintained by the Academic Registry and found at:
http://www.richmond.ac.uk/content/academic-schools/academic-registry/program-and-course-specifications.aspx

Learning Outcomes:
By the end of this course, successful students should be able to:
- A systematic understanding of the digital format and narrative in relation to both its social context and earlier forms
- A systematic understanding as well as creative and authorial applications of key digital video production processes, interdisciplinary links and professional practices
- A systematic understanding of how audiences engage with digital videos and derive meaning from them
- An ability to organise and manage supervised, self-directed goal-oriented projects, through which a sophisticated understanding of methodologies is demonstrated
- An ability to 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.
- Flexible skills that translate directly into the workplace for digital video projects requiring individual and team work

Indicative Content:
- Using social media to enhance and promote a brand
- Maintaining consistency across viral media
- Methodology of digital brand identity
- Demographics/Psychographics in digital media

- Advanced digital video production techniques
- Understanding editing tempo
- Practical applications of film semiology

Assessment:
This course conforms to the Richmond University Standard Assessment Norms approved at Academic Council on June 28, 2012.

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.

Bibliography:
See syllabus for complete reading list

- Bernardo, N. *The Producer's Guide to Transmedia.* Dublin: CR Entertainment Ltd, 2011. Print
- Bland, M*. et al Effective Media Relations: How to get results*. 3rd edition. London: Kogan Page, 2005. Print.
- Bruns, A. *Blogs, Wikipedia, Second Life and Beyond*. Switzerland: Peter Lang, 2009. Print.
- Chaffey, D. And Fiona Ellis-Chadwick. *Digital Marketing*. London: Pearson. 2012, Print.
- Gitelman, L. And Pingree, G. *New Media, 1740-1915.* Cambridge: MIT Press, 2003. Print
- Jenkins, H. *Convergence Culture.* New York: New York University Press, 2008. Print
- Lambert. J. *Digital Storytelling: Capturing Lives, Creating Communities*. London: Routledge, 2013. Print.
- Manovich, L, *The Language of New Media.* Cambridge: MIT Press, (2001) Print
- Mayer-Schonberger, V. *Delete: the Virtue of Forgetting in the Digital Age.* Princeton: Princeton University Press, 2009. Print
- Sheridan, S. *Developing Digital Short Films*. Indianapolis & London: New Riders, Pearson Education, 2004. Print.

Journals
- AV Magazine

- Digital Video Magazine
- View Finder

Web Sites
- Adobe*: www.adobe.com*
- BFI*: www.bfi.org.uk*
- Companies House*: http://www.companieshouse.gov.uk/*
- Final Cut*: http://www.apple.com/uk/finalcutpro*

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

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Change Log for this CSD:

Major or Minor Change?	Nature of Change	Date Approved & Approval Body (School or LTPC)	Change Actioned by Academic Registry