

**COURSE SPECIFICATION DOCUMENT**

<b>Academic School/Department:</b>	Communications, Arts and Social Sciences
<b>Programme:</b>	Art, Design and Media
<b>FHEQ Level:</b>	5
<b>Course Title:</b>	Video Production
<b>Course Code:</b>	ADM 5200
<b>Course Leader:</b>	Richard Bevan
<b>Student Engagement Hours:</b>	120
Demonstrations and Practice	25
Lectures	7
Tutorials and/or Group Critiques	13
Study Visits	
	45
Independent / Guided learning:	75
<b>Semester:</b>	Fall/Spring
<b>Credits:</b>	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 is found in the Programme Specification. This is maintained by Registry and 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 University Assessment Norms approved at Academic Board.

**Teaching Methodology:**

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

**Bibliography:**

*IndicativeText(s):*

Anatomy of Film, Bernard F. Dick, Bedford/St. Martin's, 2005

*Journals*

*Web Sites*

