

## COURSE SPECIFICATION DOCUMENT

<b>Academic School/Department:</b>	Communications and The Arts
<b>Programme:</b>	Communications: Advertising & PR Communications: Media Studies Digital Communication & Social Media Film & Photography Film Studies
<b>FHEQ Level:</b>	5
<b>Course Title:</b>	Video Production
<b>Course Code:</b>	ADM 5200
<b>Student Engagement Hours:</b>	120
Lectures:	15
Seminar / Tutorials:	30
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 design. The theory and practice of video production are taught through a series of group exercises and out of class individual assignments. There will be multiple screenings of recent and historical videos as a means of understanding the language of the medium.

### **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 videos.

### **Programme Outcomes:**

Communications: Advertising and PR: A5(I), A5(III), A5(IV), C5 (II), C5(III), C5(IV), D5(I), D5(II), D5(III)

Communications: Media Studies: A5(I), A5(iii), A5(iv), C5(ii), C5(iii), D5(I), D5(ii), D5(iii)

Digital Communications & Social Media: A5(I), A5(v), B5(I), C5(I), C5(II), D5(I)

Film and Photography: A5(I), B5(I), C5(I), C5(ii), D5(ii)

Film Studies: A5(I), A5(v), B5(I), C5(I), C5(ii), D5(ii)

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 different genres 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, lighting, sound recording, current editing software – How to operate effectively – technically and aesthetically
- Storyboards and planning
- Writing a treatment
- How to structure a project
- Foley & Sound Design
- The importance of the Set and Lighting
- 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 and located at: <https://www.richmond.ac.uk/university-policies/>

### **Teaching Methodology:**

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



