

## COURSE SPECIFICATION DOCUMENT

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| <b>Academic School/Department:</b> | Communications and The Arts   |
| <b>Programme:</b>                  | Communications: Advertising & PR<br>Communications: Media Studies<br>Digital Communication & Social Media<br>Film & Photography<br>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>Credits:</b>                    | 12 UK CATS credits<br>6 ECTS credits<br>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:

<https://www.richmond.ac.uk/programme-and-course-specifications/>

### **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.

**Indicative Texts:**

Dawkins, Steve. *Video Production: Putting Theory into Practice*, (Red Globe Press, 2009).

Stockman, Steve. *How to Shoot Video That Doesn't Suck* (Workman, 2011)

See syllabus for complete reading list

**Change Log for this CSD:**

| Major or Minor Change ? | Nature of Change                                   | Date Approved & Approval Body (School or LTPC) | Change Actioned by Academic Registry |
|-------------------------|--|--|--------------------------------------|
|                         | Various updates as part of the UG programme review | AB Jan 2022                                    |                                      |
|                         | Revision – annual update                           | May 2023                                       |                                      |
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