

Module 15: Video Production

Stage								1
Semester								2
Module Title								Video Production
Module Number								14
Module Status								Elective
Module ECTS Credits								5
Module NFQ level								9
Pre-Requisite Module Titles								None
Co-Requisite Module Titles								None
Capstone Module?								No
List of Module Teaching Personnel								Tanya Doyle
Contact Hours					Non-contact Hours			Total Effort (hours)
48					52			100
Lecture	Practical	Tutorial	Seminar	Assignment	Placement	Independent Work		
18	30			24		28		
Allocation of Marks (Within the Module)								
	Continuous Assessment	Project	Practical	Final Examination	Total			
Percentage Contribution	100				100%			

Module Learning Outcomes

On successful completion of this module learners will be able to:

1. Express ideas creatively and appropriately through the medium of digital video.
2. Demonstrate the ability to develop independent production approaches and methodologies.
3. Competently identify and perform research activity in support of concept development and execution
4. Display a strong degree of creative problem solving around key areas of production
5. Edit video material confidently demonstrating advanced practice combining technique and aesthetics.
6. Critically evaluate the production values of a variety of contexts from experimental film to documentaries.

Module Objectives

This practical module aims to equip learner with the ability to conceive ideas and develop original material that is suitable to approach the production of a short factual item for multiplatform distribution. Learners make informed logical and creative decisions at every stage. This a practical module, intends to equip the learners with a range of specialised video production skills such as scheduling shoots, scripting ideas, location filming, and varied editing techniques.

Module Curriculum

Understanding the Aesthetic of Experimental and Non-fiction film

Explore production techniques and editorial decisions used to generate different forms of video content.

Principles of Pre-Production,

Learners identify a concept for production that offers up a critical reflection upon key aesthetic, technical and theoretical concepts and frameworks encountered. Learners identify key areas requiring research to develop concept

Digital Video Production Techniques

Identify and apply the knowledge, concepts and perspectives relevant to basic camera and audio skills.

Basic digital camera features: White balance, Colour temperature, Aperture and Exposure Measurement, Focus (depth of field), Different qualities cameras, Digital Formats, Camera movement, Composition

Basic principles of sound recording: Microphone selection, Record, edit and mix audio suitable for multiplatform distribution.

Editing Environment

Organising & managing material, digitizing & logging footage, allocation of storage, creating & managing bins, managing project files, working with different file formats.

Advanced Techniques

Transcoding, working with keyframes, basic effects, applying specific effects to specific areas of a video clip, basic colour correction, digital rostrum & animating images, basic compositing and effects over time

Exporting and optimisation

Learners post-produce and complete projects to an acceptable professional standard that are suitable for multiplatform distribution.

Reading Lists and other learning materials

Recommended Reading

Directing The Documentary	Raginger, M	Focal Press	2009
Writing, Directing and Producing Documentary Film and Video	Rosenthal, A	Southern Illinois Uni	2007
The Technique of Film Editing (2nd Edition)	Reisz, K. & Millar, G.	Silman-James Press	2001
Grammar of the Shot, Motion Picture and Video Lighting, and Cinematography Bundle: Cinematography: Theory and Practice: Image Making for Cinematographers and Directors	Brown, B	Elsevier Focal Press	2012
Single-Camera Video Production	Musburger, R	Focal Press	2010

Secondary Reading

The Conversations, Walter Murch and the Art of Film Editing	Ondaatje, M.	Bloomsbury	2002
Cutting Rhythms (Shaping the Film Edit)	Pearlman, K	Focal Press	2009
Sculpting in Time: Tarkovsky The Great Russian Filmmaker Discusses His Art.	Tarkovsky, A.		1989
Painting With Light	Alton, J	Univ. California Press	1995
The Visual Story	Block, B.	Focal Press	2007
Set Lighting Technician's Handbook	Box, H.C.	Focal Press	2010

Additional reading as recommended by lecturer, appropriate to topic.

Module Learning Environment

Lectures are carried out in class rooms / lecture halls in the College. Lab tutorials are carried out in computer labs throughout the Campus. All have the software required to deliver the programme.

Library

All learners have access to an extensive range of physical and electronic (remotely accessible) library resources. The library monitors and updates its resources on an on-going basis, in line with the College's Library Acquisition Policy. Lecturers update reading lists for this course on an annual basis as is the norm with all courses run by Griffith College.

Module Teaching and Learning Strategy

A combination of lectures, workshops and practical tutorials are used. Tutorials are Lab-based and are used to develop the learner's technical proficiency as well as their visual expression. Workshops, which are concentrated at the beginning of the semester present learners with strategies for effective teamwork and concept creation. Learners then work in teams to develop their concepts and to plan and produce their own original video pieces.

Module Assessment Strategy

Assessment is 100% continuous assessment.

1. Production of a video / documentary piece of a maximum duration of 5 minutes. Individual learners submit 2 ideas each for a short video project.

Selection of project is based on viability of the idea with the context of the course. Roles are allocated in class following a pitching session in week 4. The learner is required to fulfill a role in all of the principle disciplines; Direction / Production / Technical / Post-production.

There are three deadlines during the project.

Deadline 1: The completed proposal is due in week 4.

Deadline 2: The developed treatments are due in week 6.

Deadline 3: The due date of the completed project with accompanying paperwork.

Accompanying paperwork includes:

- Initial proposal and further developed drafts including submitted proposal
- Developed treatments(s)
- Correctly referenced research material
- Elements breakdown
- Shot list
- Interview questions
- VO script
- Call Sheet
- Production Schedule
- Release forms
- Rushes logs

- Edit Log
- Copyright Declaration
- Crew and Self-assessment

Marking scheme breaks down as follows:

Content of final edited video piece 40%

Technical quality of final edited video piece 10%

Editing of final video piece 10%

Accompanying paperwork for final video piece 25%

Crew and self-assessment 15%

Element No.	Weighting	Type	Description	Learning Outcomes Assessed
1	100%	Project	Video / Documentary Piece	1-6