

MODULE DESCRIPTOR

MODULE TITLE	INTRODUCTION TO AUDIO-VISUAL TECHNOLOGIES		
MODULE CODE	TE1903	CREDIT VALUE	20 CREDITS (10 ECTS)
CAMPUS	UCLAN CYPRUS		
SCHOOL	SCHOOL OF SCIENCE		

MODULE AIMS

- To prepare students for studying and working in a digital media context
- To provide students with opportunities for problem solving, creativity and experimentation
- Introduce students to basic principles of audiovisual technologies and processes
- Allow students to recognise the capabilities and limitations of media production tools
- Provide students with appropriate technical language to explain media production processes and decisions
- Promote a safe and controlled approach to using media production tools

MODULE CONTENT

The module will introduce students to the key concepts relating to audiovisual technologies, tools and processes, as well as the operation and assessment of these technologies and tools. Through demonstrations and hands-on workshops, students will explore the features of some of the most popular media production tools. Lectures will explain the key concepts and terminology related to media production and technology, as well as safe working practices in the media industries.

MAIN TOPICS		
Basic Audio Production	Video Editing	Audiovisuals
Basic Video Production	Digital Media Production	Creativity
Basic Graphic Design	Multimedia	
Audio Editing	Media Production	

INTENDED LEARNING OUTCOMES

On successful completion of this module a student will be able to:	
1.	Apply knowledge of basic audio and video production technologies.
2.	Interpret and communicate operating instructions for audio-visual tools.
3.	Assess the technical quality of video and audio recordings.
4.	Use different audio-visual tools and systems.

TEACHING METHODS

The module will be delivered through a combination of lectures, discussion, hands-on laboratory, problem-solving, reading, researching, writing, and interaction with the tutor and other students, which are used to help students gain knowledge about the topic area. Workshops and projects may incorporate both individual and group learning.

During this module, student preparation and participation will play an important role in the overall learning environment. Substantial preparation will be required. Students will need to be prepared to apply concepts learned throughout the module, integrate them into projects, and use their critical thinking skills, logical analysis, and creativity.

Students are required to attend all timetabled learning activities for this module. Participation in the workshops is important for both their learning experience and that of their classmates.

ASSESSMENT METHODS

This module is assessed through a portfolio.