

MODULE DESCRIPTOR

MODULE TITLE	VIDEO PRODUCTION		
MODULE CODE	TE1772 (L4)	CREDIT VALUE	20 CREDITS (10 ECTS)
CAMPUS	UCLAN CYPRUS		
SCHOOL	SCHOOL OF SCIENCE		

MODULE AIMS

This module aims:

- To develop literacy in the visual grammar of film and video.
- To develop skills in the technical operation of audio-visual equipment and software used for single-camera video production.
- To illustrate the workflow processes and professional practices used in single-camera video production.
- To develop skills in planning and team-work in media production.

MODULE CONTENT

Students will learn

- camera and sound recording technology used for single-camera video production, practical aspect of video editing will be explored: time-line editing, media-management, and publishing footage.
- how moving images are assembled to create meaning.
- lighting equipment to light interviews, and how to add simple graphics to video sequences.
- Project management including work safety, editor's rights

INTENDED LEARNING OUTCOMES

On successful completion of this module a student will be able to:	
1.	Apply principles of visual grammar to the planning of video sequences.
2.	Operate video production equipment and software tools to produce video sequences.
3.	Observe professional practice in the production of video sequences.
4.	Work effectively in a production team.

TEACHING METHODS

Lectures will explain transferable concepts and techniques. In the workshops, students will explore or apply these concepts and techniques, or observe a practical demonstration. Several workshops will involve analysing video sequences or production scenarios. In the remaining workshops, students will make extensive use of audio-visual equipment or software tools.

Assignments will assess the students' understanding of visual grammar, technical operation and professional practices. Students will be provided with examples of previous student work and other exemplars to illustrate the required standards. Formative feedback will be provided to allow students to improve their assignments prior to final assessment.

Students will be placed into teams for many workshop activities in semester one as a preparation for the team-based assignment for semester two.

Students will be assessed on their ability to communicate and realise plans for video sequences in appropriate formats, to utilise media technology to a high technical standard, and to work effectively in a team in the production of a substantial video project.

ASSESSMENT METHODS

This module is assessed through an Individual Video Assessment and a Group Video Assignment.