

MODULE DESCRIPTOR

MODULE TITLE	ADVANCED TV PRODUCTION & TECHNOLOGY		
MODULE CODE	AV3500 (L6)	CREDIT VALUE	40 UK CREDITS / <u>20 ECTS</u>
SCHOOL	SCHOOL OF SCIENCES		

MODULE AIMS

This module aims to:

- Extend students' knowledge of technical broadcast operations.
- Enhance students' awareness of the relationship between theory & practice.
- Enable the acquisition of skills of advanced programme planning and production management.
- Develop awareness of technological developments in broadcasting and related media.

MODULE CONTENT

In this module, students will consider how their subject-specific skills can be applied to advanced broadcast situations, utilising methodological approaches and enhanced hardware/software and processes; in order to initiate, develop and realise a variety of broadcast media-based solutions.

Students will initially conduct research into processes, reflecting on the production legacy, techniques will be explored and appraised and new solutions and ideas will be contextualised and formulated.

Students will appraise functionality and practicality of process & device application using exemplars from a range of production genres and landscapes.

Typical 'scenario response' based learning will be formed around the following potential areas:

TV and studio equipment & connectivity

Studio design & technical operations

Broadband technologies and solutions

Outside broadcast and presentation technology

Communication paths

Special techniques for 'events'

Applied effects & graphics

Production management

Contemporary evolving technologies including; streaming video, participatory Media and Social Networking

INTENDED LEARNING OUTCOMES

On successful completion of this module a student will be able to:

1. Use advanced production techniques and technical operations.
2. Select & appraise appropriate advanced technologies for content creation.
3. Apply professional techniques to the realisation and development of previously unexplored content solutions.
4. Recognise advanced Television process & technologies; reflecting on purpose, rationalising use & appraising outcome.

TEACHING METHODS

Students will develop content from broadcast that is both innovative and advanced. Typically, students will work towards the development of two main artefacts; A production VT & broadcast content to fill a commercial slot. Initial assignments will address key areas of Television broadcasting and will allow students to develop individual and group responses to technological anomalies in broadcast. The module will develop a proactive response to the need for specific niche and mainstream content and will further develop skills in utilising and manipulating technologies used in broadcast content generation.

Lectures from academics and industry professionals will form the structure of the module; Processes and technologies will form the content. Experiential learning fuelled by scenario-based activities will culminate in a precise and well managed final year production.

Evidence considered for assessment of advanced process could typically include:

Live Outside Broadcast

Interactive Media (digital two way)

Live Streams/Casts & conferencing

LIVE TV (1 take)

Signers or Subtitles

Advanced graphics

Advanced use of Chroma & P.I.P.

Live Performance

High Speed video capture

Use of POV cam/visualiser integration

GoPro & Environments

ASSESSMENT METHODS

This module is assessed through one VT segment & response and one Studio programme & response.