# Video Content Production

## Module Information

**2022.01, Approved**

## Summary Information

| Module Code | 4002LSSCPD |
|---|---|
| Formal Module Title | Video Content Production |
| Owning School | Liverpool Screen School |
| Career | Undergraduate |
| Credits | 30 |
| Academic level | FHEQ Level 4 |
| Grading Schema | 40 |

**Teaching Responsibility**

| LJMU Schools involved in Delivery |
|---|
| Liverpool Screen School |

## Learning Methods

| Learning Method Type | Hours |
|---|---|
| Online | 45 |
| Tutorial | 15 |
| Workshop | 45 |

## Module Offering(s)

| Display Name | Location | Start Month | Duration Number Duration Unit |
|---|---|---|---|
| SEP-MTP | MTP | September | 12 Weeks |

## Aims and Outcomes

| Aims | 1. To identify a range of creative video production practices.2. To practice and apply a range of professional video production techniques. 3. To describe and explain a creative concept to an expert panel. |
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**After completing the module the student should be able to:**

**Learning Outcomes**

| Code | Number | Description |
|------|--------|-------------|
| MLO1 | 1 | Demonstrate knowledge of professional production practices and techniques |
| MLO2 | 2 | Apply craft skills of filming and editing. |
| MLO3 | 3 | Formulate and design an appropriate response to a negotiated brief. |
| MLO4 | 4 | Demonstrate knowledge of film language and theory. |

# Module Content

| Outline Syllabus | | This short course aims to extend understanding of video production and to develop animation practice and camera techniques. Students will develop skills in video production, animation and motion graphic practice, creative production, and an awareness of how organisations may adopt digital video content.Students will produce four to five short films (between 30 seconds and two minutes in length), with increasing levels of complexity, that explore and refine different skills and techniques.Students will work in different teams for each brief and in different roles, so that they can build up an individual portfolio of work, which they will use to create their own personal showreel. This showreel should use titles and a personal, short introduction to camera.Students will then take on an individual challenge. This will consist of an independent brief (students to find their own project to develop) that they will pitch to an assessment panel.Course content may include, but is not limited to, the development of:● Professional video production skills, cinematography (lighting, sound, shot types, framing etc.).● Story telling techniques and narrative theories.● Editing using industry standard software, including project setup and interface, the organization of video documents, creating and editing visual elements, and publishing digital media.● Film analysis.● Film theories and practices including audience and reception theories, and target audiences and platforms.● Interpersonal skills.● Presentation skills. |
|---|---|---|
| Module Overview | | |
| Additional Information | | Programme code: • 36766 Intake month(s): • January Subject benchmark statement(s): • Communication, Media, Film and Cultural Studies (2019) Any other external reference points used to inform programme outcomes: • Research conducted for Office for Students short course pilot. Mode and duration of study: • Part time hybrid learning over one semester. Criteria for admission to the programme:• A/AS Level 104 UCAS points from a minimum of 2 A Levels. Maximum of 20 AS points accepted. BTEC National Diploma 104 UCAS Tariff points. Irish Leaving Certificate 104 UCAS tariff points. Maximum of 20 UCAS tariff points at Ordinary Level Scottish Higher 104 UCAS points to include 2 Advanced Higher International Baccalaureate 24 IB points Access At least 9 Distinctions and 36 Merits or any other combination that equates to 104 UCAS tariff points in a relevant subject Other Prior to starting the programme applicants must have obtained grade 4 or grade C or above in English Language and Mathematics GCSE or an approved alternative qualification: • Key Skills Level 2 in English/ Maths • NVQ Level 2 Functional skills in Maths and English Writing and or Reading • Skills for Life Level 2 in Numeracy/English • Higher Diploma in Maths/ English • Functional skills Level 2 in Maths/ English • Northern Ireland Essential Skills Level 2 in communication or Application of Number • Wales Essential Skills Level 2 in Communication or Application of Number.• Mature EntryApplications are welcomed from mature and non-standard applicants who willbe considered on an individual basis. These applicants may be required to submit an essay and/or attend an interview in accordance with the usual LJMU procedures and should demonstrate potential and motivation and/or have relevant experience.• Overseas qualificationsInternational applications will be considered in line with UK qualifications Any applicant whose first language is not English will be required to have IELTS 6.0 (minimum 5.5 in each component) or acceptable equivalent.• Or equivalent experience to be determined by application or interview in accordance with the usual LJMU procedures.Name of the final award: • Certificate of Professional Development in Video Content Production. Brief summary of student support arrangements:• The University aims to provide students with access to appropriate and timely information, support and guidance to ensure that they are able to benefit fully from their time at LJMU. All students are assigned a Personal Tutor to provide academic support and when necessary signpost students to the appropriate University support services. Students are able to access a range of professional services including: • Advice on practical aspects of study and how to use these opportunities to support and enhance their personal and academic development. This includes support for placements and careers guidance. • Student Advice and Wellbeing Services provide students with advice, support and information, particularly in the areas of: student funding and financial matters, disability, advice and support to international students, study support, accommodation, health, wellbeing and counselling. • Students will be supported with this asynchronous blended learning approach through weekly in-person face-to-face and/or online seminars and workshops. Each course will have its own chat group where students can share their work with each other to receive formative feedback from their peers, and so that they can develop peer relationships. This will mimic industry-standard hybrid working methods, for example, through the use of software such as Microsoft Teams and the OneDrive.• Any student experiencing digital poverty will be referred to the university's usual support channels.A statement that the programme is assessed and run in line with the Academic Framework with a link to the current version:• This C |

## Assessments

| Assignment Category | Assessment Name | Weight | Exam/Test Length (hours) | Module Learning Outcome Mapping |
|---|---|---|---|---|
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| Portfolio | Portfolio | 70 | 0 | MLO1, MLO2, MLO3 |
| Presentation | Presentation | 30 | 0 | MLO1, MLO3, MLO4 |

## Module Contacts