

Liverpool John Moores University

Title: VIDEO PRODUCTION 1
Status: Definitive
Code: **4512OPT** (109312)
Version Start Date: 01-08-2011

Owning School/Faculty: Liverpool Institute for Performing Arts
Teaching School/Faculty: Liverpool Institute for Performing Arts

Team	Leader
Joe Stathers-Tracey	Y

Academic Level: FHEQ4 **Credit Value:** 12.00 **Total Delivered Hours:** 120.00
Total Learning Hours: 120 **Private Study:** 0

Delivery Options

Course typically offered: Standard Year Long

Component	Contact Hours
Online	90.000
Practical	5.000
Seminar	10.000
Workshop	15.000

Grading Basis: 40 %

Assessment Details

Category	Short Description	Description	Weighting (%)	Exam Duration
Practice	CONTINUOUS	Coursework - Continual Assessment/Workfile	50.0	1.00
Artefacts	PRODUCT	Coursework - Finished Product	50.0	1.00

Aims

The module will introduce students to the theory and practice of aspects of video production. The course is designed to give students an understanding of the processes, equipment and language associated with each stage of production. It will introduce students to new equipment and working practices and further develop students' understanding of existing technologies. It will also introduce students to

non-linear systems, enabling users to create a short narrative from conception to end product.

Learning Outcomes

After completing the module the student should be able to:

- 1 Understand the interdependent nature of different production roles and processes, in the context of video production.
- 2 Apply principles of video production related to its major practical elements, demonstrating an understanding of the production process involved and the ability to plan a video production from conception to final product, using the appropriate, professional procedures.
- 3 Communicate successfully with members of a production team and understand inherent terminology and roles within the team.
- 4 Demonstrate operational competence in the use of video equipment to acquire footage, paying due consideration to location, framing, sound and lighting.
- 5 Demonstrate operational competence using editing software from acquisition to output stages.
- 6 Synthesise a clearly presented piece of completed work in an appropriate format.

Learning Outcomes of Assessments

The assessment item list is assessed via the learning outcomes listed:

CONTINUOUS	1	2	3	4	5
ASSESSMENT					
FINISHED PRODUCT	2	4	5	6	

Outline Syllabus

The module will examine the theory and practical application of video equipment and demonstrate how to:

- 1. Operate camera equipment correctly, relating to theoretical principles discussed;*
- 2. Communicate to members of a unit using accepted vocabulary of shot description and basic camera techniques;*
- 3. Write a shooting script and treatment and develop storyboards, locations stills and animatics;*
- 4. Input, edit and output a project using a Non Linear Editing (NLE) system;*
- 5. Keep detailed records of the design and operational process of the project.*

Learning Activities

Teaching will be a combination of lectures, workshops, discussions and viewings of work. The majority of contact time will be in a workshop form, giving students the opportunity to relate theoretical knowledge gained to hands on usage of equipment.

Lectures will be used to explain key theoretical principles involved within video technologies and how they are developed.

Students will learn the technologies involved throughout film-making development, and how to examine work subjectively. Different forms of video production will be examined including feature film, short film making, commercials and music videos.

Each aspect of production will be discussed and the interdependent roles involved at each stage. Workshops will concentrate on the practical elements of pre-production, aquisition and post-production of work.

Students will show their competence and development as a member of a production team through a number of meetings and presentations, where their project aim will be completion of a short promotional advert.

References

Course Material	Book
Author	Anderson, Gary
Publishing Year	1999
Title	Video editing and post-production: a professional guide.
Subtitle	
Edition	
Publisher	London: Focal Press.
ISBN	

Course Material	Book
Author	Chanian, Thomas A
Publishing Year	1998
Title	Digital nonlinear editing: new approaches to editing film and video.
Subtitle	
Edition	
Publisher	London: Butterworth-Heinemann.
ISBN	

Course Material	Book
Author	Crittenden, Roger
Publishing Year	2002
Title	Film and video editing.
Subtitle	
Edition	
Publisher	London: Routledge.
ISBN	

Notes

For modules with multiple assessments students must pass all individual elements, as detailed in the Principles and Procedures for Higher Education A2.3.4.