

Liverpool John Moores University

Title: Music Video Production
Status: Definitive
Code: **5003AMP** (120137)
Version Start Date: 01-08-2019

Owning School/Faculty: Electronics and Electrical Engineering
Teaching School/Faculty: Electronics and Electrical Engineering

Team	Leader
Kevin Johnston	Y

Academic Level: FHEQ5 **Credit Value:** 24 **Total Delivered Hours:** 72
Total Learning Hours: 240 **Private Study:** 168

Delivery Options

Course typically offered: Standard Year Long

Component	Contact Hours
Lecture	48
Tutorial	24

Grading Basis: 40 %

Assessment Details

Category	Short Description	Description	Weighting (%)	Exam Duration
Report	AS1	Pre-production documentation	35	
Report	AS2	Production and Post-production documentation	15	
Presentation	AS3	Music Video	30	
Report	AS4	Reflection on submission for organisational awareness	10	
Practice	AS5	Video production competencies demonstrated	10	

Aims

To enable the student to develop the managerial skills and commercial awareness required to plan, produce and deliver a music video.

Learning Outcomes

After completing the module the student should be able to:

- 1 Research, design, plan and manage the creation of a scripted narrative music video to a client brief.
- 2 Manage the client relationship including appropriate contractual and intellectual property issues relating to commercial media production.
- 3 Apply video and audio recording craft skills.
- 4 Apply post-production and mastering skills to deliver a final product.
- 5 Identify and reflect upon your knowledge of the organisation and sector being considered as an employment option and why this is important to your career development.

Learning Outcomes of Assessments

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

Pre-Prdn Documentation	1	2
Prdn and Post Prdn Document	4	
Music Video	3	
Refect on Sub for Org Awarenes	5	
Video Production Competencies	3	

Outline Syllabus

The need for planning : cost of renting equipment, paying actors etc.

Project planning : production process, Gantt charts, resource acquisition and scheduling, budgeting

Researching the client and market – genre, musical influences, their audience demographics, preference for visual themes in terms of clothes, graphic art etc.

Pre-production : storyboarding, shooting script, shooting schedule; communication and coordination : meetings, minutes, contracts, call sheets

Production competencies - basic photography skills, prime lenses, cinematography, location audio, second system sound, running a set, release forms, managing people, workflow, storage)

Post production competencies – workflow, editing, mastering (formats, standards)

Delivery – DVD authoring

Learning Activities

Work in teams to project manage the delivery of a music video to a client brief. Research and document all contractual and intellectual property issues relating to the project.

Notes

Music videos are a significant art form in today's culture with some examples being so effective and memorable that they become classics and form part of the culture of a whole generation of viewers. Whilst some music videos may use feature film standard equipment and cost millions of pounds it is now possible to create and deliver high production values for a fraction of the cost and thus bring the medium within the grasp of small firms. For bands and promoters, a video is essential part of the marketing and publicity toolkit and may be used as a backdrop in live gigs.