

Summary Information

Module Code	5302AMP
Formal Module Title	Music Video Production
Owning School	Engineering
Career	Undergraduate
Credits	20
Academic level	FHEQ Level 5
Grading Schema	40

Module Contacts**Module Leader**

Contact Name	Applies to all offerings	Offerings
Kevin Johnston	Yes	N/A

Module Team Member

Contact Name	Applies to all offerings	Offerings
Karl Jones	Yes	N/A

Partner Module Team

Contact Name	Applies to all offerings	Offerings
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Teaching Responsibility

LJMU Schools involved in Delivery
Engineering

Learning Methods

Learning Method Type	Hours
Lecture	22
Workshop	22

Module Offering(s)

Offering Code	Location	Start Month	Duration
SEP-CTY	CTY	September	12 Weeks

Aims and Outcomes

Aims	Research, design, plan and manage the creation of a scripted narrative music video to a client brief. To enable the student to develop the video craft skills which complement existing audio learning, whilst managing all aspects of the video production process including client liaison, pre- and post-production to the mastering of the final product.
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Learning Outcomes

After completing the module the student should be able to:

Code	Description
MLO1	Research and design the creation of a narrative music video to a client brief with due regard to contractual and intellectual property issues relating to commercial media production
MLO2	Project manage the production of the video using preproduction techniques
MLO3	Creatively apply video and audio recording, post-production and mastering skills to deliver a final product

Module Content

Outline Syllabus

DESIGN History and cultural impact of the music video Genres and conventions in music videos The language and grammar of film Semiotics, symbolism Narrative, the story arc, three act play, creative process PRE-PRODUCTION Client research, meeting agendas and minutes, creative brief The need for planning : cost of renting equipment, paying actors etc. Project planning : production process, Gantt charts, resource acquisition and scheduling, budgeting, location scouting, props Pre-production : storyboard, shooting script, shooting schedule, call sheets, floor plans, release forms, risk assessment PRODUCTION / ACQUISITION Basic photography concepts, prime lenses Video camera design and operation “Film-like” cinematography, DSLR phenomenon Shooting with a DSLR, DSLR audio (second system sound) Lighting set ups Shooting procedure - take sequence, shot log, continuity Sustainable production POST PRODUCTION Digital video standards & formats, sample rates and quality Project workflow & setup, metadata, edit log Creation and management of clips Assembly edit / rough cut Use of electronically generated inserts (e.g. captions, titles) Application of video effects (e.g. pan and zoom, stabilization, chroma key) Maintenance of levels to relevant technical acceptance standards Video monitoring –colour gamut – colour correction Final cut : audio sweetening, colour grading DELIVERY Mastering – formats, standards, encoding, archiving Multi-platform release : web, mobile

Module Overview

In this module you will research, design, plan and manage the creation of a scripted narrative music video to a client brief. You will develop the video craft skills which complement existing audio learning, whilst managing all aspects of the video production process including client liaison, pre and post-production to the mastering of the final product.

Additional Information

Television commercials and 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 commercials and music videos may use feature film standard equipment and cost millions of pounds it is now possible to create and deliver high quality television advertising for a fraction of the cost and thus bring the medium within the grasp of small firms. For the budding video or film maker, music videos offer huge potential to create short, low budget, high impact content that acts as a stepping stone to a high-flying career. 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. This module aligns to the following UN Sustainable Development Goals: 4 Quality Education 5 Gender Equality 8 Decent Work and Economic Growth 10 Reduced Inequalities 12 Responsible Consumption and Production

Assessments

Assignment Category	Assessment Name	Weight	Exam/Test Length (hours)	Learning Outcome Mapping
Portfolio	Documentation: client research	60	0	MLO2, MLO1
Artefacts	Music Video	40	0	MLO3