

## Liverpool John Moores University

Title: AV PRODUCTION  
Status: Definitive  
Code: **5522CMD** (118639)  
Version Start Date: 01-08-2014

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

Team	Leader
Ros Merkin	Y

**Academic Level:** FHEQ5  
**Credit Value:** 12.00  
**Total Delivered Hours:** 30.00  
**Total Learning Hours:** 120  
**Private Study:** 90

### Delivery Options

Course typically offered: Semester 2

Component	Contact Hours
Lecture	10.000
Workshop	20.000

**Grading Basis:** 40 %

### Assessment Details

Category	Short Description	Description	Weighting (%)	Exam Duration
Practice	CONTINUOUS	Continuous assessment	50.0	
Artefacts	DOCUMENT	Short documentary	50.0	

### Aims

*This module will introduce students to the theory and practice of aspects of video production. The course is designed to give an understanding of the processes, equipment and language associated with each stage of production. It will introduce key equipment and working practices and further develop the students understanding of existing technologies. The module will ultimately enable students to create a short documentary from conception to end product. This knowledge can*

*then be applied to similar processes they may use in later work on the programme.*

## **Learning Outcomes**

After completing the module the student should be able to:

- LO1 Understand the interdependent nature of different production roles and processes, in the context of video production.
- LO2 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.
- LO3 Communicate successfully with members of a production team and understand inherent terminology and roles within the team.
- LO4 Demonstrate operational competence in the use of video equipment to acquire footage, paying due consideration to location, framing, sound and lighting.
- LO5 Demonstrate operational competence using editing software from acquisition to output stages.
- LO6 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 ASSESSMENT	LO1	LO2	LO3
SHORT DOCUMENTARY	LO4	LO5	LO6

## **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, location stills etc.*
  - 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.*
- Student will produce a documentary in a style of their choosing, working in a group of 4 or 5. They will be expected to show evidence of the process, through meetings, discussing your treatment and through a portfolio of notes throughout the production process. This portfolio should include notes, location stills, storyboards, schedules and edit decision lists.*

*Operational competence of the acquisition and post-production equipment will be continually assessed throughout the module and will also be assessed as part of the final product.*

## **Learning Activities**

Teaching will be a combination of 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 have developed.

## **Notes**

Course notes