

Music Video Production

Module Information

2022.01, Approved

Summary Information

Module Code	6200AMP
Formal Module Title	Music Video Production
Owning School	Engineering
Career	Undergraduate
Credits	20
Academic level	FHEQ Level 6
Grading Schema	40

Teaching Responsibility

LJMU Schools involved in Delivery
Engineering

Learning Methods

Learning Method Type	Hours
Lecture	27
Workshop	17

Module Offering(s)

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

Aims and Outcomes

Aims	To 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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After completing the module the student should be able to:

Learning Outcomes

Code	Number	Description
MLO1	1	Research, design, plan, manage and evaluate the creation of a scripted narrative music video to a client brief.
MLO2	2	Manage the client relationship including appropriate contractual and intellectual property issues relating to commercial media production.
MLO3	3	Creatively apply video and audio recording, post-production and mastering skills to deliver a final product.

Module Content

Outline Syllabus	<p>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 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 DVD authoring, chapters, graphics Multi-platform release : web, mobile</p>
Module Overview	
Additional Information	<p>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.</p>

Assessments

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

Module Contacts

Module Leader

Contact Name	Applies to all offerings	Offerings

Kevin Johnston	Yes	N/A
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Partner Module Team

Contact Name	Applies to all offerings	Offerings
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