

Liverpool John Moores University

Title: Music Video Production
Status: Definitive
Code: **6200AMP** (121891)
Version Start Date: 01-08-2021

Owning School/Faculty: Engineering
Teaching School/Faculty: Engineering

Team	Leader
Kevin Johnston	Y
Karl Jones	
David Ellis	

Academic Level: FHEQ6 **Credit Value:** 20 **Total Delivered Hours:** 44
Total Learning Hours: 200 **Private Study:** 156

Delivery Options

Course typically offered: Semester 1

Component	Contact Hours
Lecture	27
Workshop	17

Grading Basis: 40 %

Assessment Details

Category	Short Description	Description	Weighting (%)	Exam Duration
Report	AS1	Documentation: client research	60	
Artefacts	As2	Music Video	40	

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.

Learning Outcomes

After completing the module the student should be able to:

- 1 Research, design, plan, manage and evaluate 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 Creatively apply video and audio recording, post-production and mastering skills to deliver a final product.

Learning Outcomes of Assessments

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

Documentation: client research	1	2
Music Video	3	

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

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 (eg 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

Learning Activities

This module will be delivered by a combination of lectures and workshops.

Notes

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.