

## Liverpool John Moores University

Title: ADVANCED MEDIA PRODUCTION  
Status: Definitive  
Code: **6517YCOM** (115842)  
Version Start Date: 01-08-2011

Owning School/Faculty: Computing and Mathematical Sciences  
Teaching School/Faculty: Kolej Teknologi YPC-ITWEB

Team	Leader
Yuanyuan Shen	Y

**Academic Level:** FHEQ6  
**Credit Value:** 24.00  
**Total Delivered Hours:** 72.00  
**Total Learning Hours:** 240  
**Private Study:** 168

### Delivery Options

Course typically offered: Standard Year Long

Component	Contact Hours
Lecture	24.000
Practical	24.000
Workshop	24.000

**Grading Basis:** 40 %

### Assessment Details

Category	Short Description	Description	Weighting (%)	Exam Duration
Artefacts	AS1	Individual: The development of an application integrating a video browser and player.	40.0	
Artefacts	AS2	The design of a media production artefact in form of a video, animation, or game and using relevant advanced tools and technologies. Group assignment which will include a peer assessment element.	60.0	

### Aims

*To develop a theoretical knowledge of the concepts of advanced media types and*

*advanced media production techniques required to build digital media systems.  
To develop an understanding of advanced media production technologies;  
To provide an opportunity to practice the principles of advanced media production development using appropriate tools, techniques and methods.*

## **Learning Outcomes**

After completing the module the student should be able to:

- 1 Explain the issues related to advanced media production and technologies.
- 2 Select, use and set a framework for appropriate tools for a specific advanced media production application.
- 3 Develop an application involving media.
- 4 Critically evaluate relevant advanced media production system architectures.

## **Learning Outcomes of Assessments**

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

Application development	1	3
Media design	2	4

## **Outline Syllabus**

*Introduction to Media Production –  
Media Production standards,  
Video/Audio CODEC and Compression Techniques  
Hardware and software technologies - Discussion of the technologies required to support media production  
Advanced Media Production Technologies: Sound and Video production (capture, format, archiving, streaming, etc...), Media player technologies and Codec, Image and model based scene representations, 3D-modelling from images and video, Game Engines as media production platform  
Media Production online deployment  
Media Production Applications: Video Production, Interactive media and games.  
Advanced Topics: Set-top box software application, Novel capture devices, Face and body capture for games  
Workshop session involving the design of a media production artefact in form of a video, animation, or game and using relevant advanced tools and technologies, through group work.*

## **Learning Activities**

Lectures incorporating demonstrations, seminars and discussion will be followed by tutor-led seminar sessions, and workshops. These will be supported by practical hands-on work in the laboratory.

## References

<b>Course Material</b>	Book
<b>Author</b>	Musburger, R.B. and Kindem, G.
<b>Publishing Year</b>	2009
<b>Title</b>	Introduction to Media Production
<b>Subtitle</b>	
<b>Edition</b>	4th Edition
<b>Publisher</b>	Focal Press
<b>ISBN</b>	0240810821

<b>Course Material</b>	Book
<b>Author</b>	Roberts-Breslin, J.
<b>Publishing Year</b>	2007
<b>Title</b>	Making Media
<b>Subtitle</b>	Foundations of Sound and Image Production
<b>Edition</b>	
<b>Publisher</b>	Butterworth-Heinemann
<b>ISBN</b>	9780240809076

<b>Course Material</b>	Website
<b>Author</b>	
<b>Publishing Year</b>	2005
<b>Title</b>	Journal of Visualisation and Computer Animation
<b>Subtitle</b>	<a href="http://www3.interscience.wiley.com/journal/5499/home">http://www3.interscience.wiley.com/journal/5499/home</a>
<b>Edition</b>	
<b>Publisher</b>	Wiley and Sons InterScience
<b>ISBN</b>	1546-427X

<b>Course Material</b>	Website
<b>Author</b>	
<b>Publishing Year</b>	2005
<b>Title</b>	Journal of Computer Animation and Virtual Worlds
<b>Subtitle</b>	<a href="http://www3.interscience.wiley.com/journal/106562739/home">http://www3.interscience.wiley.com/journal/106562739/home</a>
<b>Edition</b>	
<b>Publisher</b>	Wiley and Sons InterScience
<b>ISBN</b>	1546-427X

<b>Course Material</b>	Book
<b>Author</b>	Dobbert, T.
<b>Publishing Year</b>	2005
<b>Title</b>	Matchmoving
<b>Subtitle</b>	The Invisible Art of Camera Tracking

<b>Edition</b>	
<b>Publisher</b>	John Wiley & Sons
<b>ISBN</b>	0782144039

<b>Course Material</b>	Book
<b>Author</b>	Kelly, D.
<b>Publishing Year</b>	2000
<b>Title</b>	Digital Compositing in Depth
<b>Subtitle</b>	
<b>Edition</b>	
<b>Publisher</b>	Coriolis Group
<b>ISBN</b>	1576104311

<b>Course Material</b>	Book
<b>Author</b>	Hasegawa, F.and Hiki, H.
<b>Publishing Year</b>	2004
<b>Title</b>	Content Production Technologies
<b>Subtitle</b>	
<b>Edition</b>	
<b>Publisher</b>	Wiley-Blackwell
<b>ISBN</b>	0470865210

<b>Course Material</b>	Book
<b>Author</b>	Handler-Miller, C.
<b>Publishing Year</b>	2004
<b>Title</b>	Digital Storytelling
<b>Subtitle</b>	A Creator's Guide to Interactive Entertainment
<b>Edition</b>	
<b>Publisher</b>	Focal Press
<b>ISBN</b>	0240805100Y

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## Notes

The aim of this module is to explore advanced media production technologies and applications. We will present how the advanced media production techniques are used in current media production and discuss their influence on common practice. This module will explore traditional and new forms of media content and production from the perspectives of the tools, techniques as well as the technologies aspects.