Liverpool John Moores University

Title:	VIDEO PRODUCTION
Status:	Definitive
Code:	**6527STE** (118575)
Version Start Date:	01-08-2019

Owning School/Faculty: Electronics and Electrical Engineering
Teaching School/Faculty: Liverpool Institute for Performing Arts

Team	Leader
Karl Jones	Y

Academic Level:	FHEQ6	**Credit Value:**	12	**Total Delivered Hours:**	30
Total Learning Hours:	120	**Private Study:**	90		

Delivery Options
Course typically offered: Semester 2

Component	Contact Hours
Lecture	10
Workshop	20

Grading Basis: 40 %

Assessment Details

Category	Short Description	Description	Weighting (%)	Exam Duration
Practice	PRACTICAL	PRACTICAL WORK	80	
Essay	WORK	WRITTEN WORK	20	

Aims

This module aims to introduce the basic techniques, skills and ideas needed to produce short video programmes. Although students are introduced to video technologies when studying sound design for film and television, this module is intended to broaden that skill base by developing the skills necessary to produce vision as well as audio.

Learning Outcomes

After completing the module the student should be able to:

1 Demonstrate operational competence in the use of video equipment to acquire location footage, paying due consideration to location choice, framing, sound and lighting
2 Display operational competence in the use of non-linear video editing systems
3 Produce a detailed treatment of a short video
4 Script, storyboard, shoot and edit a video to a given brief
5 Critically evaluate their individual and group performance as a production team
6 Critically evaluate their finished video programme by reference to professional practice and standards

Learning Outcomes of Assessments

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

PRACTICAL WORK   1   2   4

WRITTEN WORK   3   5   6

Outline Syllabus

Introduction to the module
Scheme of delivery. Examination of the history of film and video and video's effect on popular culture. Advances in video production including history of formats, editing, digital effects and photography. Technical terms needed to communicate ideas and techniques within the crew. Discussion of colour temperature, exposure, white balance, waveform monitoring, focal length and aperture, contrast and exposure.

Camera Techniques
The vocabulary of shot description and basic camera techniques; an explanation of various shot types and their uses within different contexts. Camera movement; pan, tilt, tracking, crabbing and their uses. How to direct the camera; documentor/voyeur/POV. How to communicate detailed shot descriptions to directors, camera operators and crew.

Production process
Writing a shooting script and treatment and developing storyboards, locations stills and animatics.

Basic lighting theory and techniques
An introduction to lighting for film and video. Colour theory and its relationship with film and video. Key concepts and practical explanations of lighting setups.

An introduction to the music video
Examination of it's history, forms, aims and development. How to shoot to pre-recorded audio on location; camera sync to master TC generator, auto/manual sync-

ing and re-syncing manually in FCP.

Editing
Introduction to editing, it's role and it's history. Development of the NLE. Introduction to editing process including protocol and key terms used. Logging rushes, the paper edit, EDL's. Creative editing styles for different genres. How the edit changes the feel of a piece. Cutting to music. Introduction to digital effects and titling. Colour correction, finalisation and output processes.

DVD Authoring
Introduction to DVD Studio Pro. The DVD format. GOPs, the interface, designing a DVD

Learning Activities

The module will be delivered through lectures, practical workshops, exercises and tutorials. Lectures will concentrate on the theoretical aspect of the module, which will include the viewing of various programmes. Workshops will be 'hands on' practical sessions, which will deal with both operational skills and the application of these skills in relation to the topics covered in lectures. Students are expected to book and use equipment outside of workshop times in order to further develop their competence.

Notes

Although the work you will be undertaking is at an introductory level, having an understanding of the processes and techniques involved at all stages in the production process will enable you to work far more effectively in this area as an audio specialist.
For the practical assessment, you will be expected to work in small production groups (3-4 people). This is a very important part of the module, as video production is very much a team-based activity.