

## Video Production

### Module Information

2022.01, Approved

#### Summary Information

Module Code	6542STE
Formal Module Title	Video Production
Owning School	Engineering
Career	Undergraduate
Credits	10
Academic level	FHEQ Level 6
Grading Schema	40

#### Teaching Responsibility

LJMU Schools involved in Delivery
LJMU Partner Taught

#### Partner Teaching Institution

Institution Name
Liverpool Institute for Performing Arts

#### Learning Methods

Learning Method Type	Hours
Lecture	10
Tutorial	10
Workshop	20

#### Module Offering(s)

Display Name	Location	Start Month	Duration Number Duration Unit
JAN-PAR	PAR	January	12 Weeks

## Aims and Outcomes

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.
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**After completing the module the student should be able to:**

### Learning Outcomes

Code	Number	Description
MLO1	1	Demonstrate operational competence in the use of video equipment for acquisition editing and post-production,
MLO2	2	Script, storyboard, shoot and edit a video to a given brief paying due consideration to location choice, framing, sound and lighting
MLO3	3	Critically evaluate their finished video programme by reference to professional practice and standards

## Module Content

Outline Syllabus	<p>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; documenter/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 its 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, its role and its 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</p>
Module Overview	
Additional Information	Jon Thornton in the Module Leader (j.thornton@lipa.ac.uk)

## Assessments

Assignment Category	Assessment Name	Weight	Exam/Test Length (hours)	Module Learning Outcome Mapping
Portfolio	Portfolio	100	0	MLO1, MLO2, MLO3

## Module Contacts

**Module Leader**

Contact Name	Applies to all offerings	Offerings
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**Partner Module Team**

Contact Name	Applies to all offerings	Offerings
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