

<b>Module Code</b>	AC-3305			
<b>Module Title</b>	Principles and Practice of Video Production			
<b>Programme</b>	Bachelor of Arts			
<b>Type of Module::</b> Major Option/ Breadth				
<b>Modular Credits:</b> 4	Student Workload: 8 hours per week Contact hours for timetabling: 2 hours per week			
<b>Prerequisite:</b>	None			
<b>Antirequisite:</b>	None			
<b>Aims:</b> The first aim of this module is to provide students with the necessary skills to enable them to communicate, illustrate, and demonstrate ideas and concepts using a full range of audio-visual techniques using animation, graphics, text and sound. The second aim is to develop individual and group problem solving techniques in students.				
<b>Module Content :</b> The module will take students through the various stages of video production: <ul style="list-style-type: none"> <li>• Developing a concept or idea to be communicated and identifying the target audience</li> <li>• Developing a script</li> <li>• Visualizing the concept or idea through storyboarding</li> <li>• Preparation for production (location search, character development)</li> <li>• Using the digital camera</li> <li>• Production (shooting, voice recording, creation of graphics)</li> <li>• Editing the raw material (selection of shots, reshooting, multi-layering of audio and visual tracks)</li> <li>• Final production (colour correction, tweaking sound)</li> <li>• Final presentation to client</li> </ul>				
<b>Assessment</b>	Examination:	<b>0 %</b>	Course Work: 10% for each stage of 7 stages of process Final product 30%	<b>100 %</b>  70% 30%
<b>Textbook(s) References :</b> Goodman, R.M., & McGrath, P. (Eds.). (2002). <i>Editing digital video: The complete creative and technical guide</i> . New York: McGraw-Hill Millerson, G., & Owens, J. (2008). <i>Video production handbook</i> . (4th ed.). Oxford: Focal Press. Videomaker. (2007). <i>The Videomaker guide to video production</i> . (6th ed.). Oxford: Focal Press.				
<b>* Staff :</b>				