

MMED D8005: Digital Video Production

Module Details	
Module Code:	MMED D8005
Full Title:	Digital Video Production APPROVED
Valid From::	Semester 1 - 2013/14 (September 2013)
Language of Instruction:	
Duration:	1 Semester
Credits::	5
Module Owner::	Sarah McCann
Departments:	Unknown
Module Description:	Students work in groups to produce a short digital video production. In order to do so, students will be required to develop their video production right through from concept stage to final delivery across multiple platforms.

Module Learning Outcome	
On successful completion of this module the learner will be able to:	
#	Module Learning Outcome Description
MLO1	Demonstrate an understanding of the linear production process behind the creation of a short video production;
MLO2	Demonstrate an ability to develop a concept for a short video production across multiple formats, e.g., fiction, promotional, documentary, informational, etc.
MLO3	Demonstrate an understanding of various scripting formats for short video productions;
MLO4	Demonstrate an ability to shoot a short film script utilising various camera, lighting and sound techniques;
MLO5	Demonstrate an ability to assess raw footage and edit a short film for delivery across multiple platforms;
MLO6	Demonstrate an ability to reflect upon their own role working within a group on a collaborative video production.
Pre-requisite learning	
Module Recommendations <i>This is prior learning (or a practical skill) that is strongly recommended before enrolment in this module. You may enrol in this module if you have not acquired the recommended learning but you will have considerable difficulty in passing (i.e. achieving the learning outcomes of) the module. While the prior learning is expressed as named DkIT module(s) it also allows for learning (in another module or modules) which is equivalent to the learning specified in the named module(s).</i>	
No recommendations listed	

Module Indicative Content
Scriptwriting Concept; Pitch; treatment; characterisation; plot; development; drafting; script formats
Pre-production Storyboards; shot lists; the 'recce'; Location clearance, permission and access; the casting process; basic budgeting
Production techniques Basic skills in camera, sound, lighting and editing; Time management and planning for the shoot; getting 'coverage'; types of shots; the 'cutaway'
Post-production Basic editing skills using digital software: cutting, graphics and sound design. Music clearance and commissioning; copyright issues
Marketing and Distribution Formats: Promotion; Festivals and short film schemes in Ireland and abroad.

Module Assessment	
Assessment Breakdown	%
Course Work	100.00%
Module Special Regulation	

Assessments

Full Time On Campus			
Course Work			
Assessment Type	Presentation	% of Total Mark	10
Marks Out Of	0	Pass Mark	0
Timing	S1 Week 4	Learning Outcome	1,2
Duration in minutes	0		
Assessment Description Students develop and pitch their own concept for a short video production.			
Assessment Type	Continuous Assessment	% of Total Mark	20
Marks Out Of	0	Pass Mark	0
Timing	S1 Week 6	Learning Outcome	1,2,3
Duration in minutes	0		
Assessment Description Students work in groups to further develop their short video production concept and produce all necessary pre-production paperwork, including script, storyboards, shooting schedules, shot lists, etc.			
Assessment Type	Group Project	% of Total Mark	60
Marks Out Of	0	Pass Mark	0
Timing	S1 Week 12	Learning Outcome	1,4,5
Duration in minutes	0		
Assessment Description Students work in groups to shoot and edit their short video production.			
Assessment Type	Reflective Journal	% of Total Mark	10
Marks Out Of	0	Pass Mark	0
Timing	S1 Week 13	Learning Outcome	6
Duration in minutes	0		
Assessment Description Students reflect on the process of creating their final short video production.			
No Project			
No Practical			
No Final Examination			
Reassessment Requirement			
Reattendance <i>The assessment of this module is inextricably linked to the delivery. Therefore reassessment on this module will require the student to reattend (i.e. retake) the module in its entirety.</i>			

Module Workload

Workload: Full Time On Campus

<i>Workload Type</i>	<i>Contact Type</i>	<i>Workload Description</i>	<i>Frequency</i>	<i>Average Weekly Learner Workload</i>	<i>Hours</i>
Lecture	Contact	No Description	Every Week	2.00	2
Practical	Contact	No Description	Every Week	2.00	2
Directed Reading	Non Contact	No Description	Every Week	2.00	2
Independent Study	Non Contact	No Description	Every Week	3.00	3
				Total Weekly Learner Workload	9.00
				Total Weekly Contact Hours	4.00

This module has no Part Time On Campus workload.

Module Resources

Recommended Book Resources

Chandler, G.. (2006), Cut by Cut: How to Edit your Film or Video, Michael Wiese Productions, [ISBN: 094118899X].
Jones & Joliffe. The Guerrilla Filmmakers Handbook, 3rd. Bloomsbury Academic, [ISBN: 082647988X].
Katz, S.. (2004), Film Directing: Cinematic motion, 2nd ed. Michael Wiese Productions, [ISBN: 0941188906].
Musberger, R. B.. (2010), Single-Camera Video Production, 5th ed. Focal Press, [ISBN: 0240812646].
Musberger, R.B. & Kinderm, G.. (2009), Introduction to Media Production, 4th ed. Focal Press, [ISBN: 024081082].
Newton, D. (2007), Digital Filmmaking 101: An Essential Guide to Producing Low Budget Movies, 2nd ed. Michael Wiese Productions, [ISBN: 1932907238].

This module does not have any article/paper resources

Other Resources

Website, Irish Film Board,
<http://www.filmboard.ie>
Website, Filmbase,
<http://www.filmbase.ie>
Website, Irish Film & Television Network,
<http://www.iftn.ie>
Website, Film Ireland,
<http://www.filmireland.net>
Website, RTE Player,
<http://www.rte.ie/player>