

2024 / 25

School of Science and Computing

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## Module Descriptor

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### Advanced Media Productions (Computing and Mathematics)

# Advanced Media Productions (A13204)

**Short Title:** Advanced Media Productions  
**Department:** Computing and Mathematics  
**Credits:** 5

**Level:** Advanced

## Description of Module / Aims

This module provides the student with the opportunity to apply his/her knowledge of the pre-production and production process whilst learning and utilizing the necessary skillset to work in a post production environment. The student will be required to use an industry standard asset management tool for his/her work during the duration of the module.

## Programmes

stage/semester/status		
COMP-0632	BSc (Hons) in Creative Computing (WD_KCRCO_B)	4 / 7 / E
COMP-0632	BSc (Hons) in Multimedia Applications Development (WD_KMULM_B)	4 / 1 / E

## Indicative Content

- This module enables the student to apply animation to text, video, 2D and 3D objects
- Perform color correction and use an adequate toolset for the distortion of objects
- Build multimedia objects and add appropriate features
- Animate layers and masks and work with the 3D camera tracker
- Apply advanced editing techniques
- Use camera techniques
- Create and use lighting setups
- Create set designs
- Use industry standard asset management tools

## Learning Outcomes

*On successful completion of this module, a student will be able to:*

1. Produce animation and utilize effects on various types of objects.
2. Develop a working knowledge of a range of tools available for the adjustment of color and distortion of objects.
3. Produce and edit a short film incorporating text, video, 2D and 3D objects including special effects.
4. Develop proficiency in camera techniques, lighting and set design.
5. Integrate the use of industry standard asset management tools.

## Learning and Teaching Methods

- Two double labs with access to Adobe Creative Cloud software so that the student can gain experience in the practical element.
- Access to the video editing suite so that the student can experience a professional editing environment.
- Use of a drone for capturing aerial footage.
- Use of stabilization rigs for camera work.
- Use of small cameras to capture dynamic action e.g. mountain biking.
- Performing a variety of roles in a production team by rotating roles in the production process when working on assignments e.g. camera operator, director, actor, storyboard artist etc.
- Field trip(s) to highly relevant sites e.g. production studios etc.
- Actively sourcing real-world clients for the students project.
- Involvement of a guest industry expert to view and give opinion on projects.
- Invitation to guest industry expert(s) to give talk(s) to class.

## Learning Modes

Learning Type	F/T Hours	P/T Hours
Practical	48	
Independent Learning	87	

## Assessment Methods

	Weighting	Outcomes Assessed
Continuous Assessment	100%	
Assignment	30%	1,2
In-Class Assessment	20%	2
Project	50%	1,2,3,4,5

## Assessment Criteria

<40%: Unable to interpret and describe key concepts of advanced media production.

40%–49%: Be able to interpret and demonstrate key concepts of advanced media production.

50%–59%: Ability to demonstrate key concepts of advanced media production and ability to discover and integrate related knowledge in other knowledge domains.

60%–69%: Be able to solve problems within advanced media production by experimenting with the appropriate skills and tools.

70%–100%: All the above to an excellent level. Be able to analyse and design solutions to a high standard for a range of both complex and unforeseen problems through the use and modification of appropriate skills and tools.

## Supplementary Material(s)

- Faulkner, A. *Adobe After Effects CC Classroom in a Book*. 1st ed. NY: Adobe, 2014.
- Figgis, M. *Digital Film-Making*. revised. NY: Faber & Faber, 2014.
- Thurlow, C. and M. Thurlow. *Making Short Films: The Complete Guide from Script to Screen*. 3rd ed. NY: Bloomsbury Academic, 2013.

## Requested Resources

- Computer Lab: Multimedia Lab