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South East Technological University

# Module Descriptor

# Video Production (Computing and Mathematics)

# Video Production (A13227)

**Short Title:** Video Production
**Department:** Computing and Mathematics
**Credits:** 5 **Level:** Introductory

## Description of Module / Aims

This module provides the student with the opportunity to apply his/her knowledge of the production pipeline. The student will learn the skills required to shoot and capture footage. Industry standard video editing software is extensively explored in the assembly, editing and application of effects to video footage and audio. The student gains an introduction to post production software, to edit and enhance a completed video asset.

## Programmes

| | | stage/semester/status |
|---|---|---|
| COMP-0596 | BSc (Hons) in Creative Computing (WD_KCRCO_B) | 2 / 4 / M |
| COMP-0596 | BSc in Multimedia Applications Development (WD_KMULA_D) | 2 / 4 / M |

## Indicative Content

- Shoot and capture video assets
- Video editing: Transitions;Effects;Edits;Motions;Titles;Animations
- Audio: acquire; Edit;Mix;Effects
- Post Production: Colour;Presets;Animation of objects and text
- Toolset for the distortion of objects in post production
- Build and manipulate 3d objects using advanced editing techniques in post production

## Learning Outcomes

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

1. Demonstrate an understanding of video principles.
2. Apply sympathetic audio tracks to video.
3. Demonstrate extensive use of industry standard video editing software.
4. Apply animation of objects and text utilizing effects, and pre-sets using post production software.
5. Construct basic post production cinematic effects for the purpose of branding.
6. Complete a short trailer, advert or instructional video for delivery on web, mobile or social media.

## Learning and Teaching Methods

- This module will be delivered using two hours of computer-based lectures, along with two hours of computer-based practicals each week.
- Equipped with Adobe CC suite and data projector.
- Use of video editing suite; sound equipment;cameras;tripods;green screen;lighting.

## Learning Modes

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

## Assessment Methods

| | Weighting | Outcomes Assessed |
|---|---|---|
| Continuous Assessment | 100% | |
| Portfolio | 100% | 1,2,3,4,5,6 |

## Assessment Criteria

*<40%:* Unable to interpret and demonstrate key concepts of video production.

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

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

*60%–69%:* Be able to solve problems within the video production domain 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)

- Fridsma, L. and B. Gyncild. *Adobe After Effects CC Classroom in a Book*. 1st ed. NY: Adobe Press, 2016.
- Maxim, J. *Adobe Premiere Pro CC Classroom in a Book*. 1st ed. NY: Adobe Press, 2015.

## Requested Resources

- Computer Lab: Multimedia Lab
- Equipment: MAC PCs
- Equipment: Blackboard