CMM232G

Video Production: Theory and Practice

**Number of ECTS credits:** 6

**Course Prerequisites (if any)**
None

**Course Description**

The summer course aims to give students an understanding of video filming and editing from a theoretical and practical perspective. They will start by analysing the elements of a good video before moving on to practical exercises. The learning outcomes of these exercises are designed to be useful for their professional careers.

The ability to deal with video and audio material is becoming increasingly important in many areas of the workplace. The aim is to give students insights into how to plan their video/audio products effectively and how to execute these plans so that they meet client expectations. In the future, students may have to write scripts for / produce videos, do interviews, be interviewed and present to camera. These are all useful skills that are also transferable to other areas of working life.

The course will cover interviewing skills (from the research phase to the execution of the interview and the selection of what material is used) for the production of a short video, camera presentation skills, script writing skills, writing video concepts based on client expectations and filming and producing two videos.

**Course Learning Objectives**

By the end of the course, students will have acquired the following knowledge, skills and attitudes:

Knowledge/theory
1 The capacity to recognise key elements of a bad video and a good video.
2 An understanding of key concepts relating to video production – media ownership, different target audiences, how videos are presented, language used, narrative structure.
3 The ability to summarise academic texts concisely and to generate practical notes about video production.
4 Basic journalism skills – being to grasp quickly and to explain, simply, the who, what, why, when and where of a story.
5 Insights into the importance of planning, research and teamwork.

**Attitude**
6 The importance of meeting deadlines.
7 The ability to understand a client brief fully, to adapt to the client, to research ideas and to assessing the feasibility of ideas.
8 Insights into issues relating to doing research/finding images.

**Video production skills**
9 The ability to make short presentations and justify choices in a debate.
10 The ability to produce video outlines/concepts.
11 The ability to record/film interviews, do presentations to camera, record voiceovers, identify relevant soundbites, write detailed scripts.
12 The ability to use basic video editing software.
13 The ability to produce a video with a key message and images aimed at a specific target audience.
14 Insights into potential use of video production skills in full time work or as a freelancer.

**Course Materials**

*Video Production: Putting Theory Into Practice*
Steve Dawkins, Ian Wynd (2009)
ISBN 9781403998880

*The New Television Handbook 5th edition*
Jonathan Bignell, Jeremy Orlebar, Patricia Holland (2016)
ISBN 9781 3157 24836

*How to Shoot Video That Doesn’t Suck*
Steve Stockman (2011)
ISBN 978 0 7611 6323 7

**Course Assessment**
Students MUST BE PRESENT FOR EVERY CLASS and engaged during every lesson. Students will be evaluated on the basis of their performance as follows:
• Out of class assignments: 50%
• Video outline, video script and final video: 25%
• Final video presentation: 25%

Grading Scale of Vesalius College

Vesalius College grading policy, in line with the Flemish Educational norms, is now as stated follows:

<table>
<thead>
<tr>
<th>Letter grade</th>
<th>Scale of 20</th>
<th>Scale of 100</th>
</tr>
</thead>
<tbody>
<tr>
<td>A</td>
<td>17.0-20.0</td>
<td>85-100</td>
</tr>
<tr>
<td>A-</td>
<td>16.1-16.9</td>
<td>81-84</td>
</tr>
<tr>
<td>B+</td>
<td>15.3-16.0</td>
<td>77-80</td>
</tr>
<tr>
<td>B</td>
<td>14.5-15.2</td>
<td>73-76</td>
</tr>
<tr>
<td>B-</td>
<td>13.7-14.4</td>
<td>69-72</td>
</tr>
<tr>
<td>C+</td>
<td>13.1-13.6</td>
<td>66-68</td>
</tr>
<tr>
<td>C</td>
<td>12.3-13.0</td>
<td>62-65</td>
</tr>
<tr>
<td>C-</td>
<td>11.5-12.2</td>
<td>58-61</td>
</tr>
<tr>
<td>D+</td>
<td>10.7-11.4</td>
<td>54-57</td>
</tr>
<tr>
<td>D</td>
<td>10.0-10.6</td>
<td>50-53</td>
</tr>
<tr>
<td>F</td>
<td>0-9.9</td>
<td>0-49</td>
</tr>
</tbody>
</table>

Academic Honesty Statement

Academic dishonesty is NOT tolerated in this course.

Academic honesty is not only an ethical issue but also the foundation of scholarship. Cheating and plagiarism (including self-plagiarism) are therefore serious breaches of academic integrity.

Following the College policy, cheating and plagiarism cases will be communicated in writing to the Associate Dean and submitted to the Student Conduct Committee for disciplinary action.

If you refer to someone else’s work or your own past work, appropriate references and citations must be provided. Grammar, spelling and punctuation count, so use the tools necessary to correct before handing in assignments.

Please consult the Section “Avoiding Plagiarism” in the College Catalogue for further guidance.
**COURSE CALENDAR**

**Week 1**

**LESSON 1**
Identifying elements of a bad video/good video, dissecting a video (e.g. target audience, aim of/key message in video, effectiveness)/

**LESSON 2**
Theory of video production – understanding media institutions/media ownership, the importance of having specific target audiences, exercise analysing videos.

**Week 2**

**LESSON 3**
Theory of video production – understanding aspects (Language, genre, ideology, narrative).

**LESSON 4**
Pre-production aspects of video production (research, testing the feasibility of creative ideas, assigning roles to people, planning, teamwork, deadlines).

**Week 3**

**LESSON 5**
Consolidating knowledge of pre-production aspects, producing a video outline/concept, working to a client brief.

**LESSON 6**
Basic journalist skills – who, what, why, when were. Summarising stories. Looking in depth at media ownership. Identifying emotive language.

**Week 4**

**LESSON 7**
Planning interview questions, interviewing and selecting soundbites.

**LESSON 8**
Scriptwriting (including soundbites and voiceovers). Looking into image ideas and related issues.

**Week 5**

**LESSON 9**
Improving scripts (doing and adding presentations to camera), practising recording interviews, practising presentations to camera, practising working with a client brief.

Editing down material. Introduction to PowerDirector editing programme.

**LESSON 10**
No class (Summer 2020)
Week 6

LESSON 11
Practising meeting the client’s brief, improving choices of images and discussing issues relating to images (e.g. copyright).

LESSON 12
Assessing key messages, target audience, camera angles, use of language.

Week 7

LESSON 13
Further practice/concluding on client brief. Writing video outline and brainstorming for video they will produce.

Training on use of PowerDirector editing software from trained camera technician / smartphone video trainer and improving their final videos.

LESSON 14
Students present their final videos. We pick out highlights from their videos. Discussing main roles in relation to video production, how to pitch video ideas and how the video industry may evolve/career-related discussion.