

<b>Short Title:</b>	Professional Digital Video <b>APPROVED</b>
<b>Full Title:</b>	Professional Digital Video
<b>Module Code:</b>	DMED H4026
<b>ECTS credits:</b>	5
<b>NFQ Level:</b>	8
<b>Module Delivered in</b>	<a href="#">2 programme(s)</a>
<b>Module Contributor:</b>	Ian Cudmore
<b>Module Description:</b>	This module will equip students with the theory and tools behind professional level video production. With a focus on promotion and campaign videos, students will work with real world clients to produce quality video productions that display clearly highly developed technical and creative skillset. The module will provide students with experience in the planning, implementation and delivery of professional level video production, as well as real world experience of working in this area.
<b>Learning Outcomes:</b>	
<i>On successful completion of this module the learner will be able to</i>	
<ol style="list-style-type: none"> <li>1. Describe and identify the various aspects and roles within video production.</li> <li>2. Describe and assess core equipment used in each phase of the video production process as well as key production and direction steps.</li> <li>3. Display high level of skill in using industry standard cameras, microphones, and related recording equipment.</li> <li>4. Analyse and manage the setup of lighting for a video production.</li> <li>5. Display high levels of skill with various phases of the edit process - including data storage &amp; wrangling, project management, and advanced skills with editing software.</li> <li>6. Export and deliver fully professional video projects, and defend critically appraise their work.</li> </ol>	

**Module Content & Assessment**

<b>Indicative Content</b>
<b>Overview of Production</b> Creating a program proposal and/or treatment / The planning and production process / Overview of scripts and the elements of scriptwriting / Costing and budgeting your production
<b>Camera Operation and Control</b> Camera types and technologies / Lenses / Distance, Perspective and speed changes / Camera usage and controls / F-Stops, creating focus techniques
<b>Lighting for video</b> Overview of lighting / Hard and soft light / Colour temperature / Light intensity / Lighting equipment / Key, fill, back and background lights / Special lighting situations
<b>Audio</b> Audio Overview / Microphones (including wireless system, off camera, on camera etc) / Audio control devices / Audio recording
<b>Producing and Directing</b> Studio production overview / Switchers and special effects / Single camera production / Multi camera production
<b>Editing and Delivery</b> Advanced edit and post processing techniques / Audio editing and finalising / Preparing for export / Delivery to a number of different specifications

<b>Indicative Assessment Breakdown</b>	<b>%</b>
Course Work Assessment %	100.00%

<b>Course Work Assessment %</b>				
<i>Assessment Type</i>	<i>Assessment Description</i>	<i>Outcome addressed</i>	<i>% of total</i>	<i>Assessment Date</i>
Project	Individual project - short campaign/awareness video. Creating a real world campaign/awareness video from concept to completion.	2,3,4,5,6	40.00	n/a
Project	Group Project - Multicam promotional video for real world digital media professional.	1,2,3,4,5,6	50.00	n/a
Presentation	Presentation or written component on given topics related to Professional Video Production	1,2	10.00	n/a

No Final Exam Assessment %
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<b>Indicative Reassessment Requirement</b>
<b>Coursework Only</b> <i>This module is reassessed solely on the basis of re-submitted coursework. There is no repeat written examination.</i>
<b>Reassessment Description</b> Project based re-assessment

**ITB reserves the right to alter the nature and timings of assessment**

**Indicative Module Workload & Resources**

Indicative Workload: Full Time	
Frequency	Indicative Average Weekly Learner Workload
Every Week	30.00
Every Week	30.00
Every Week	45.00

**Resources**

Recommended Book Resources
<p>Russell Evans, <i>Practical DV filmmaking</i>, Amsterdam ; Elsevier Focal Press, 2006. [ISBN: 0240807383]</p> <p>Mr William Mims 2011, <i>Advanced Film &amp; Video Production</i> [ISBN: 1456535520]</p> <p>Ken Dancyger, <i>The Technique of Film and Video Editing, Fifth Edition</i>, Focal Press [ISBN: 0240813979]</p> <p>Richard Gates, <i>Production management for film and video</i>, Oxford ; Focal Press, c1999. [ISBN: 0240515536]</p> <p>Walter Murch 2001, <i>In the Blink of an Eye: A Perspective on Film Editing</i>, Silman-James Press [ISBN: 1879505629]</p>
<i>This module does not have any article/paper resources</i>
<i>This module does not have any other resources</i>

**Module Delivered in**

Programme Code	Programme	Semester	Delivery
BN_DDME8_8	<a href="#">Bachelor of Arts (Honours) in Creative Digital Media [240 ECTS credits]</a>	7	Mandatory
BN_DDME8_B	<a href="#">Bachelor of Arts (Honours) in Creative Digital Media [Add on 60 ECTS credits]</a>	1	Mandatory