

<b>Short Title:</b>	Advanced Post Production <b>APPROVED</b>
<b>Full Title:</b>	Advanced Post Production
<b>Module Code:</b>	DMED H4022
<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 a specialist understanding of the post-production process in Video production. Complementing the Professional Digital Video module, this module aims to give students a detailed knowledge and technical skills in the various stages of post-production, from ingesting media & project management, through to advanced editing techniques, compositing, grading, sound design & mastering, and export for a variety of destinations. Students will be given the skills to enable them bring their Audio and Video projects to a highly finished professional standard.
<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. Identify and explain the various aspects of Audio and Video Post Production, and how they combine to create a professional finished standard.</li> <li>2. Take a Video and Audio project through a professional-standard post production process.</li> <li>3. Demonstrate high levels of skill using the industry-standard software packages.</li> <li>4. Share projects between the various software packages.</li> <li>5. Implement industry-standard master output elements.</li> <li>6. Critically evaluate and appraise their own work as well as the work of others.</li> <li>7. Demonstrate knowledge of the various specific employment opportunities that each stage of the post-production process affords.</li> </ol>	

**Module Content & Assessment**

**Indicative Content**

**Audio Postproduction**

• Audio Mixing and Mastering • Synchronous and Asynchronous Sound, Sound Design • Automated Dialogue Replacement (ADR) • Foley Sound (Sound Effects).

**Video Postproduction**

• Editing – Offline Editing, Exporting for Audio & Graphics Post, Online Editing, Creating Broadcast-Standard Master outputs. • Graphics/Compositing – Utilising specific graphics and compositing software to create dynamic and animated graphics/text and special effects, combined with green- screen compositing techniques. • Colour-Correction – Understanding broadcast-safe colour correction, utilising specific software to match colours throughout a project, correcting imperfections in the production such as white balance issues/fixing exposure.

**Technical Skills and managing postproduction projects**

• Full use of current, industry-standard software packages, such as Premiere Pro, After Effects, Pro Tools etc • Sharing projects between these software packages – understanding when and how to export to and import from the various post production stages. • Implementing industry-standard master output elements – understanding timecode, clock, bars and tone, and the various deliverable formats.

**Employment opportunities**

The employment opportunities that each stage of the post-production process affords. Their impact, importance and fit within organisations.

**Indicative Assessment Breakdown**

	%
Course Work Assessment %	100.00%

**Course Work Assessment %**

Assessment Type	Assessment Description	Outcome addressed	% of total	Assessment Date
Project	Kinetic Typography - using After Effects of similar to animate a one minute chosen piece of audio - focusing on design, editing, sound design, and output formats.	1,2,3,4,5,6	40.00	n/a
Case study	Enhancing Video - Creating a professional trailer/intro video to complement the student's FYP - including elements of video, audio, and post processing.	2,3,4,5,6	50.00	n/a
Presentation	Presentation on a given topic relating to Post Production.	1,6,7	10.00	n/a

No Final Exam Assessment %

**Indicative Reassessment Requirement**

**Coursework Only**

*This module is reassessed solely on the basis of re-submitted coursework. There is no repeat written examination.*

**Reassessment Description**

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	15.00
Every Week	45.00
Every Week	40.00

**Resources**

*Recommended Book Resources*

**Adobe Creative Team, *Adobe After Effects CC Classroom in a Book***  
**Clark, B & Sophr, S, 2002, *Guide to Postproduction for TV and Film, Second Edition: Managing the Process*, 2nd Ed., Focal Press [ISBN: 978-024080506]**  
**Brinkmann, Ron 2008, *he Art and Science of Digital Compositing, Second Edition: Techniques for Visual Effects, Animation and Motion Graphics*, Morgan Kaufmann [ISBN: 978-012370638]**  
**Holman, Tomlinson 2001, *Sound for Film and Television, Second Edition*, 2nd Ed., Focal Press [ISBN: 978-024080453]**

*This module does not have any article/paper resources*

*This module does not have any other resources*

**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>	8	Mandatory
BN_DDME8_B	<a href="#">Bachelor of Arts (Honours) in Creative Digital Media [Add on 60 ECTS credits]</a>	2	Mandatory