

Course title:	<b>VIDEO PRODUCTION &amp; TECHNOLOGY I</b>	
Course code:	AAVC101	
Type of course:	Required	
Level of course:	Bachelor	
Year of study:	1 <sup>st</sup>	
Semester when the course is delivered:	1 <sup>st</sup>	
Prerequisites:	None	
Number of ECTS credits allocated :	5	
Hours:	4	
Name of lecturer(s):	Mr Panayiotis Charalambous	E-mail: art.cp@frederick.ac.cy
Learning outcomes of the course:	<p>Upon completion of the course, students should be able:</p> <ol style="list-style-type: none"> <li>1. to develop an understanding of the digital video production process and build a vocabulary and conceptual foundation that will prepare them for larger projects;</li> <li>2. to develop an understanding of the interdependence of the roles of production staff and equipment, and to practice the effective mixing of these elements in actual video production;</li> <li>3. to demonstrate an understanding of the proper and creative use of video production equipment and explore the effect various techniques have on the audience;</li> <li>4. to utilize basic editing techniques for video production and prepare movies for distribution via disk or the web;</li> <li>5. to produce creative short video projects from inception to finish through Pre-production planning, production &amp; post-production. Progress will be made toward self-realization and understanding personal strengths and weaknesses;</li> </ol>	
Course content:	<ul style="list-style-type: none"> <li>● <b>Introduction of the Television system and its many production elements:</b> Television process and standards. Introduction to the environment in which the Television studio system operates. Roles and responsibilities of the crew. Who does what and why? Virtual reality sets.</li> <li>● <b>The Three Production Phases.</b> Pre-production, Production, Post-production Programme proposals and treatments. Holding viewer attention.</li> <li>● <b>Camera Operation and control:</b> How the Television camera works. Identification of the parts, types, and characteristics of cameras and how they operate. Lenses. Their basic optical characteristics and their primary operational control. The basic dos and don'ts of camera operation.</li> <li>● <b>Picture Composition:</b> Framing effective shots and camera movements.</li> <li>● <b>Lighting for Video</b> Hard and soft light, Color temperature, Light intensity, Lighting instruments, Key light, Fill, back and background lights.</li> <li>● <b>Audio for Video</b> Sounds pick up &amp; control. Microphones. Audio recording, editing, and playback.</li> <li>● <b>Post Production:</b> Intro to the Non-Linear system workspace. Capturing, Importing, Settings, Basic editing.</li> </ul>	
Essential Reading:	Zettl, H. (2011), <i>Television Production Handbook</i> , USA:Wadsworth Publishing	
Recommended and/or required reading:	<ul style="list-style-type: none"> <li>- Adobe Creative Team, (2012) <i>Adobe Premiere Pro CS6 Classroom in a Book</i>, Adobe Press.</li> <li>- Gerald Millerson, (2009), "<i>Video Production Handbook</i>", Focal Press, USA.</li> <li>- Mascelli, J. V. (1998) <i>The Five C's of Cinematography: Motion Picture Filming</i></li> </ul>	

	<p><i>Techniques</i>, Silman-James Pr.  - Zettl, H. (2010) <i>Sight Sound Motion: Applied Media Aesthetics</i>, USA: Wadsworth Publishing Company.</p>
References:	<p><b>Web Sites:</b>  <a href="http://www.videomaker.com">www.videomaker.com</a>  www.learn-tvproduction.com</p> <p><b>Magazines</b>  American Cinematographer of Motion Imaging  Cameraman, Post.</p>
Planned learning activities and teaching methods:	<p>Lectures, demonstrations and screenings together with detailed critical analysis at each stage engage students in the practice and disciplines of video production. Lectures address the theory of video production and are supported by practical demonstrations in which the information imparted is put into practice. Screenings are used to critically analyze student projects and to provide examples of good practice. This process is supported by individual student research through directed and independent learning.</p> <p>Students are asked to work in groups to produce group and individual projects. Each project is then critically analyzed in a group discussion and screening. Lecture notes and presentations are available through the web for students to use in combination with the textbooks.</p>
Assessment techniques and Assessments criteria:	<ul style="list-style-type: none"> <li>• Group Project 10%</li> <li>• Mid-Term / Quiz 20%</li> <li>• Individual Project 40%</li> <li>• Final Assessment 30%</li> </ul> <p><b>Assessment Criteria for each one of the projects are:</b>  Knowledge and Understanding - 25%  Research and Analytical Skills - 25%  Production competency and solution - 40%  Presentation and Communication - 10%</p>
Language of instruction:	English
Work placement(s):	None