

Course title:	VIDEO PRODUCTION & TECHNOLOGY II	
Course code:	AAVC102	
Type of course:	Required	
Level of course:	Bachelor	
Year of study:	1 st	
Semester when the course is delivered:	2 nd	
Prerequisites:	AAVC101	
Number of ECTS credits allocated :	5	
Hours:	3	
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"> 1. to explore and practice the core principles and methodologies behind the production of quality video outputs using single camera techniques in remote locations; 2. to exhibit visual awareness by using generally accepted principles of video production and editing and proper use of audio in order to tell a story efficiently while maximizing viewers' interest; 3. to apply in practice the theory, and aesthetics of editing; 4. to develop critical thinking skills as they research the content of their project, and search beyond the classroom for resources. 5. to produce creative videos from inception to finish through pre-production planning hands-on production and post-production. 	
Course content:	<p>Overview of Video Production Process Pre-production, Production, Post-production, Proposals and treatments, Holding viewers' attention, Scripts and scriptwriting guidelines.</p> <p>Camcorder Operation and Control Lenses, distance, perspective, and speed, F-stops and creative focus techniques, Depth of field, video formats, white balance.</p> <p>Picture Composition and shooting techniques Framing effective shots and camera movements, covering the scene, matching action, shooting for continuity, Shooting dialogue scenes, cut away, reaction & insert Shots, 180 Degree Rule, blocking and Staging.</p> <p>Lighting techniques for EFP Familiarisation with field lighting equipment's. Hard and soft light, Color temperature, Light intensity, Key light, Fill, back and background lights.</p> <p>Creating a visual story from storyboards to the actual production. Directing a scene from a produced film with dialogue and blocking. Character analysis, research on the topic investigated, planning the production, storyboards and floor plans. Final output.</p>	
Recommended and/or required reading:	<p>- Brown, B. (2012) Cinematography: Theory and Practice: Image Making for Cinematographers and Directors, Focal Press.</p> <p>- Zettl, H. (2010) Sight Sound Motion: Applied Media Aesthetics, USA: Wadsworth Publishing Company.</p> <p>- Jackman, J. (2010) Lighting for Digital Video and Television, USA: Focal Press.</p> <p>USA- Mascelli, J. V. (1998) The Five C's of Cinematography: Motion Picture Filming Techniques, Silman-James Pr.</p>	
References:	<p>- Referencing on magazines and blogs as: www.videomaker.com www.learn-tvproduction.com www.vimeo.com</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 analyse 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 produce an individual production that meets a tight brief and encourages them to address the time constraints that occur in a professional context. The work 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 recommended readings.</p>
Assessment techniques and Assessments criteria:	<ul style="list-style-type: none"> • Project 1 10% • Project 2 20% • Project 3 40% • Final Assessment 30% <p>Assessment Criteria for each one of the projects are:</p> <p>Knowledge and Understanding - 25%</p> <p>Research and Analytical Skills - 25%</p> <p>Production competency and solution - 30%</p> <p>Presentation and Communication - 20%</p>
Language of instruction:	English
Work placement(s):	None