



<b>Title:</b>	Experimental Video <b>APPROVED</b>
<b>Long Title:</b>	Experimental Video
<b>Module Code:</b>	MMED7006
<b>Duration:</b>	1 Semester
<b>Credits:</b>	5
<b>NFQ Level:</b>	Intermediate
<b>Field of Study:</b>	Multimedia
<b>Valid From:</b>	Semester 1 - 2016/17 ( September 2016 )
<b>Module Delivered in</b>	<a href="#">2 programme(s)</a>
<b>Module Coordinator:</b>	VALERIE RENEHAN
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<b>Module Description:</b>	This module encourages the learner to explore and push the boundaries of conventional video production. Rather than necessarily working from a storyboard to a finished audiovisual narrative, learners are encouraged to critique mainstream audio visual works and develop work using alternative creative methods. The module encourages the student to develop their personal approach to video production while also referencing conventional methods, or sampling features from existing genres (e.g. mood, lighting, point-of view, montage, use of audio, etc.). Through exploration and experimentation the learner investigates ideas using bottom up design strategies for the development of time-based media.
<b>Learning Outcomes</b>	
<i>On successful completion of this module the learner will be able to:</i>	
LO1	Use experimental creative design methods in their application to a specific video work produced during the module.
LO2	Compare and evaluate conventional and experimental methods of video production and be aware of the context in which they may be appropriate.
LO3	Understand how different techniques, genres, or audio visual language, influence the production and reception of contemporary time-based media within a chosen context (e.g. documentary, film art, music video, experimental animation, etc.);
LO4	Apply a range of appropriate post-production techniques to tasks involved in the creation of experimental video works.
LO5	Produce a short video piece that demonstrates an understanding of both conventional and experimental approaches to audio visual design.
<b>Pre-requisite learning</b>	
<b>Module Recommendations</b> <i>This is prior learning (or a practical skill) that is strongly recommended before enrolment in this module. You may enrol in this module if you have not acquired the recommended learning but you will have considerable difficulty in passing (i.e. achieving the learning outcomes of) the module. While the prior learning is expressed as named MTU module(s) it also allows for learning (in another module or modules) which is equivalent to the learning specified in the named module(s).</i>	
<b>Incompatible Modules</b> <i>These are modules which have learning outcomes that are too similar to the learning outcomes of this module. You may not earn additional credit for the same learning and therefore you may not enrol in this module if you have successfully completed any modules in the incompatible list.</i>	
No incompatible modules listed	
<b>Co-requisite Modules</b>	
No Co-requisite modules listed	

**Requirements**

*This is prior learning (or a practical skill) that is mandatory before enrolment in this module is allowed. You may not enrol on this module if you have not acquired the learning specified in this section.*

No requirements listed

**Module Content & Assessment**

**Indicative Content**

**Pitch and Rationale**

Students are required to defend the choices they make when designing and developing their video work. This requires the student to articulate their position in relation to a selection of conventional approaches to video production demonstrated in the work of either: contemporary practitioners; existing genres of video or film production from a specific era of film/video making; or established techniques or motifs observable in particular industries (e.g. advertising, music industry, mainstream cinema, games, art cinema, etc. ) The articulation of the students' choices in designing their work is given in the 'Pitch' they initially present, and the written rationale which is adapted to support the submission of their final work.

**Practical**

The student will explore features of conventional video production from the perspective of the techniques employed in their own work. These techniques will variously relate to the presentation, or resistance to the presentation, of narrative. Other features which may be addressed will relate to continuity of form, unity of plot, use of dialogue or sound, and the prioritisation of content over the aesthetics of form (or vice-versa). Students will have the opportunity to negotiate these criteria when designing their work, and will need to support their creative choices with a written rationale which situates the video piece in relation to orthodox practices in audio visual time based work (e.g film and animation). Students will have full control over the design and development of their work from the editing techniques employed to support narrative/non-narrative; continuity/discontinuity of form; film sound (e.g. acoustic properties, dialogue, music); use of textual elements (e.g. title sequences, credits, or other experimental or non-orthodox uses of typographic information).

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

<b>Course Work</b>				
<i>Assessment Type</i>	<i>Assessment Description</i>	<i>Outcome addressed</i>	<i>% of total</i>	<i>Assessment Date</i>
Presentation	The Pitch: Students will present their creative concept along with a viable production plan.	1,2,3	25.0	Week 5
Project	Video Production: students will submit a completed short video programme	1,2,3,4,5	75.0	Sem End

No End of Module Formal Examination

**Reassessment Requirement**

**Coursework Only**

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

**The institute reserves the right to alter the nature and timings of assessment**



**Module Workload**

<b>Workload: Full Time</b>				
<i>Workload Type</i>	<i>Workload Description</i>	<i>Hours</i>	<i>Frequency</i>	<i>Average Weekly Learner Workload</i>
Lab	Practical	3.0	Every Week	3.00
Independent & Directed Learning (Non-contact)	Independant learning	4.0	Every Week	4.00
Total Hours				7.00
Total Weekly Learner Workload				7.00
Total Weekly Contact Hours				3.00

**This module has no Part Time workload.**

## Module Resources

### *Recommended Book Resources*

- A. L. Rees 2011, *A history of experimental film and video*, 2nd edition Ed., Palgrave Macmillan London [ISBN: 0851706819]
- Paul Wells 2002, *Genre and Authorship* [ISBN: 978-190336420]

### *Supplementary Book Resources*

- Paul Wells 1998, *Understanding Animation* [ISBN: 978-04151159]

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

### *Other Resources*

- Web resource: *Post Video Art*  
<http://www.post-videoart.com/>
- Web resource: *Museum of Broadcast Communications*  
<http://www.museum.tv/archives/etv/E/html E/experimental/experimental.htm>

**Module Delivered in**

<b>Programme Code</b>	<b>Programme</b>	<b>Semester</b>	<b>Delivery</b>
CR_HMMED_8	<a href="#"><u>Bachelor of Arts (Honours) in Creative Digital Media</u></a>	5	Elective
CR_HPHNM_8	<a href="#"><u>Bachelor of Arts (Honours) in Photography with New Media</u></a>	5	Elective