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|--|---|------------------|------------|
| <b>Title:</b>  | Cinematography <b>APPROVED</b>  |                  |            |
| <b>Long Title:</b>   | Cinematography  |                  |            |
| <b>Module Code:</b>  | MMED6021  | <b>Duration:</b> | 1 Semester |
| <b>Credits:</b>  | 5   |                  |            |
| <b>NFQ Level:</b>  | Fundamental   |                  |            |
| <b>Field of Study:</b>   | Multimedia  |                  |            |
| <b>Valid From:</b>   | Semester 1 - 2017/18 ( September 2017 )   |                  |            |
| <b>Module Delivered in</b>   | <a href="#">2 programme(s)</a>  |                  |            |
| <b>Module Coordinator:</b>   | ROSE MC GRATH   |                  |            |
| <b>Module Author:</b>  | PHILIP CURTIN   |                  |            |
| <b>Module Description:</b>   | This subject aims to introduce the learner to the basic principles and practice of Film/video production from concept development, to planning, selection and resolution. By developing the learner's critical appreciation of film/video they develop an awareness of film/video language, terminology and process. This knowledge is then applied through the production of a short video piece using the basic principles of film/ video production. |                  |            |
| <b>Learning Outcomes</b>   |   |                  |            |
| <i>On successful completion of this module the learner will be able to:</i>  |   |                  |            |
| LO1  | Describe the process of film/video pre-production and production using appropriate terminology and reference;   |                  |            |
| LO2  | Critically evaluate examples of film/video work in terms of their use of cinematographic language;  |                  |            |
| LO3  | Plan and document a short video production from concept generation to production stage;   |                  |            |
| LO4  | Produce a short visual sequence which clearly shows the application of basic principles of film production inc. framing, sequencing, lighting;  |                  |            |
| LO5  | Edit a short video sequence from assorted content.  |                  |            |
| <b>Pre-requisite learning</b>  |   |                  |            |
| <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   |   |                  |            |
| <b>Requirements</b>  |   |                  |            |
| <i>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.</i>   |   |                  |            |
| No requirements listed   |   |                  |            |
| <b>Co-requisites</b>   |   |                  |            |
| No Co Requisites listed  |   |                  |            |

**Module Content & Assessment**

**Indicative Content**

**The Camera**

The basic principles of Photography and the camera. Formats for recording. Lenses, their types and use. Focus and depth of field. Optical techniques

**The visual production process:**

pre-production, production and post production. Roles and responsibilities: producer, director, screenwriter, camera operator, lighting operator, etc.;

**The pre-production process – planning & preparation.**

Concept development, production design, scripting, storyboarding. Stills and the motion picture;

**The production process:**

The shot: framing: Stills and motion picture, Shot duration,

**Lighting:**

drawing with light, light and atmosphere/mood;

**Narrative:**

principles of formal narrative construction; Narrative conventions and formats – plot, expectation, causality, motivation, parallelism, plot development/progression; - Linear and non-linear narratives. Realism and the construction of illusion. Genre.

**Practical**

Application of theory to practice through directed assignments and projects; - Storyboarding; - Camera operation;- Lighting; - Fundamental principles of editing.

**Assessment Breakdown**

%

Course Work

100.00%

**Course Work**

| Assessment Type | Assessment Description   | Outcome addressed | % of total | Assessment Date |
|-----------------|--|-------------------|------------|-----------------|
| Presentation    | Creation of Storyboards based on predefined story concept.   | 1,3,4             | 30.0       | Week 8          |
| Written Report  | A short comparative description of genre and style. This work will use the Video which is being developed for final submission as its basis. | 1,2               | 10.0       | Week 9          |
| Project         | Submit a short video piece to a specified brief  | 3,4,5             | 60.0       | Week 13         |

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   | Instruction, description, discussion of cinema and cinematic techniques | 3.0          | Every Week       | 3.00                                   |
| Independent & Directed Learning (Non-contact) | Research and development of storyboard and shooting of actual video     | 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

- Blain Brown 2011, *Cinematography: Theory and Practice*, Paperback Ed., Focal Press [ISBN: 9780240805009]
- Jennifer Van Sijll 2005, *Cinematic Storytelling: The 100 Most Powerful Film Conventions Every Filmmaker Must Know*, Michael Wiese Productions [ISBN: 193290705X]
- Michael Humphries 2016, *Visual Storytelling with Color and Light*, Focal press [ISBN: 9780415720649]

### Supplementary Book Resources

- Bruce Block, *The Visual Story*, Focal press [ISBN: 9780240807799]
- Ken Dancyger 2006, *The Technique of Film and Video Editing* [ISBN: 9780240807652]
- Tom Wolskey 2012, *Final Cut Pro X for iMovie and Final Cut Express Users*, Focal Press [ISBN: 9780240823669]

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

### Other Resources

- Magazine/ Web resource: DV Magazine 2016, *DV Magazine*  
<http://www.DV.com>
- Magazine/ Web resource: VideoMaker.com 2016, *VideoMaker.com*  
<http://www.videomaker.com>
- Magazine/ Web resource: DV User 2016, *DV User*  
<http://www.DVuser.co.uk>
- Magazine/ Web resource: BJP 2016, *British journal of Photography*, British journal of Photography  
<http://www.bjp-online.com>

**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>     | 3               | Elective        |
| CR_HPHNM_8            | <a href="#"><u>Bachelor of Arts (Honours) in Photography with New Media</u></a> | 3               | Elective        |