



Title:	Making Moving Images APPROVED
Long Title:	Making Moving Images
Module Code:	ARTS7051
Duration:	1 Semester
Credits:	10
NFQ Level:	Intermediate
Field of Study:	Visual Arts
Valid From:	Semester 1 - 2018/19 (September 2018)
Module Delivered in	1 programme(s)
Module Coordinator:	Catherine Fehily
Module Author:	ALBERT WALSH
Module Description:	This module will equip students with the essential knowledge and skills involved in video production. Students are required to develop effective videography skills and efficient working practices through the stages of pre-production, production and post-production and resulting in the production of short video products. The module also explores appropriate criteria, metalanguage and visual grammar for reading and interpreting moving image forms.
Learning Outcomes	
<i>On successful completion of this module the learner will be able to:</i>	
LO1	explore a range of video production technologies to competently produce short video products.
LO2	demonstrate effective videography skills along with efficient working practices through the stages of conceptualisation, production and post-production.
LO3	utilise visual and audio narrative devices to create and communicate meaning through moving image forms.
LO4	use visual research to inform the development of visual practice.
LO5	collaborate with others in a production team to produce a short group video project.
Pre-requisite learning	
Incompatible Modules	
<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	
Co-requisite Modules	
No Co-requisite modules listed	
Requirements	
<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	
Co-requisites	
No Co Requisites listed	

Module Content & Assessment

Indicative Content

Analysing Selected Moving Image forms

Developing and using appropriate criteria, metalanguage and visual grammar for reading and interpreting moving image forms.

Digital Video Production

Introduction to digital video production workflow i.e. concept development, moving image capture and non-linear editing

Assessment Breakdown

Course Work

%

100.00%

Course Work

<i>Assessment Type</i>	<i>Assessment Description</i>	<i>Outcome addressed</i>	<i>% of total</i>	<i>Assessment Date</i>
Reflective Journal	Reflective sketchbooks documenting key technical information along with individual creative processes. Test video productions.	1,4,5	40.0	Week 11
Practical/Skills Evaluation	Group Video Project	1,2,3,4,5	60.0	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

Workload: Full Time				
<i>Workload Type</i>	<i>Workload Description</i>	<i>Hours</i>	<i>Frequency</i>	<i>Average Weekly Learner Workload</i>
Lab	Workshop	5.0	Every Week	5.00
Independent & Directed Learning (Non-contact)	Concept Research and Development	9.0	Every Week	9.00
Total Hours				14.00
Total Weekly Learner Workload				14.00
Total Weekly Contact Hours				5.00

This module has no Part Time workload.

Module Resources

Recommended Book Resources

- Dancyger, K. 2014, *The Technique of Film and Video Editing: History, Theory, and Practice*, CRC Press [ISBN: 9781136052668]
- Musburger, M. 2014, *Single-Camera Video Production*, CRC Press [ISBN: 9781136778445]
- Owens, J. 2017, *Video Production Handbook*, Taylor & Francis [ISBN: 9781315530567]
- Rea, P. and Irving, D. 2015, *Producing and Directing the Short Film and Video*, CRC Press [ISBN: 9781317908746]

Supplementary Book Resources

- Kholeif, O. 2015, *Moving image*, Whitechapel Gallery [ISBN: 9780262528108]
- Rabiger, M. and Hurbis-Cherrier, M. 2013, *Directing: Film Techniques and Aesthetics*, Taylor & Francis [ISBN: 9781135099206]

This module does not have any article/paper resources

Other Resources

- Blog: Animoto Blog *Video Creation Basics: Shooting Video*
<https://animoto.com/blog/business/tips-shooting-video/>
- Blog: Rich Harrington 2017, *How to Plan a Video Project: Preproduction*, Photofocus
<https://photofocus.com/2017/03/03/how-to-plan-a-video-project-preproduction/>
- Blog: Rich Harrington 2017, *How to Plan a Video Project: The Objectives*, Photofocus
<https://photofocus.com/2017/03/01/how-to-plan-a-video-project-the-objectives/>
- Website/Blog: Simone Kovacs, D. 2018, *A Complete Guide to Video Production Management*, Story Hunter
<https://blog.storyhunter.com/a-complete-guide-to-video-production-management-c7d63c622e93>
- Website/Blog: A Blog by Premium Beat *n/a*, The Beat
<https://www.premiumbeat.com/blog>

Module Delivered in

Programme Code	Programme	Semester	Delivery
CR_HPHNM_8	Bachelor of Arts (Honours) in Photography with New Media	3	Mandatory