



Title:	Independent Video Production APPROVED
Long Title:	Independent Video Production
Module Code:	MMED8008
Duration:	1 Semester
Credits:	5
NFQ Level:	Advanced
Field of Study:	Multimedia
Valid From:	Semester 1 - 2017/18 (September 2017)
Module Delivered in	2 programme(s)
Module Coordinator:	ROSE MC GRATH
Module Author:	PHILIP CURTIN
Module Description:	This module aims to provide the learner with the knowledge, skills and competencies required to realise video based projects that demonstrate ambition, vision and professionalism. It develops the learner's conceptual, aesthetic and technical capabilities within a supportive professional context. It requires the learner to exercise a high degree of self-motivation, organisation and critical reflection.
Learning Outcomes	
<i>On successful completion of this module the learner will be able to:</i>	
LO1	Create video projects that explore concepts and ideas that can be both creative and innovative.
LO2	Select appropriate management strategies for producing professional video projects intended for mass distribution.
LO3	Produce a short video program that is conceptually and technically optimized for a specified delivery platform
LO4	Create a coherent and integrated approach in the use of audio-visual language.
LO5	Produce a Pitch presentation that is specifically designed to address the needs of a defined audience.
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

The Pitch

Development of concepts leading to the creation of a client presentation normally described as a Pitch

The production process

Planning and implementation. Storyboard development and scheduling. Cinematic techniques in professional video environments. The production crew – composition, organization and management. Finance and planning within real world film/video productions. Choosing Camera (capture) systems and quality issues relating to delivery.

Post production

From paper edit to final edit and colour grading

Assessment Breakdown

Course Work

%

100.00%

Course Work

Assessment Type	Assessment Description	Outcome addressed	% of total	Assessment Date
Presentation	The Pitch: Students will present their creative concept along with a viable production plan.	2,5	25.0	Week 4
Project	Video Production: students will submit a completed short video programme which is based on the pitch proposal	1,3,4	60.0	Sem End
Other	Production documentation, including all appropriate release forms and permissions. This is created throughout the module	2	15.0	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	This will involve the students in the technical process of production and post-production	3.0	Every Week	3.00
Independent & Directed Learning (Non-contact)	Students will view examples of good practice and develop their own concepts,scripts and production plans	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

- Eve Light Honthamer, *The Complete Film Production Handbook*, 2015 Ed., Focal Press [ISBN: 9780240811505]
- Film and Video Production in the Cloud 2016, *Film and Video Production in the Cloud* [ISBN: 9781138925045]

Supplementary Book Resources

- Syd Field 2015, *Screenplay: The Foundations of Screenwriting*, Delta [ISBN: 0385339038]
- Christopher Vogler 2007, *The Writer's Journey*, 3rd Ed., Michael Wiese Production [ISBN: 193290736X]

This module does not have any article/paper resources

Other Resources

- Website: Sundance film 2016, *Sundance film festival*
<http://www.sundance.org/festivals/sundance-film-festival>
- Website: Raindance film festival 2016, *Raindance film festival*
<http://www.raindance.org>
- Website: Cork film festival 2016, *Cork film festival*
<http://www.corkfilmfest.org>
- Website: Films Short 2016, *Film Shorts*
<http://www.filmsshort.com>

Module Delivered in

Programme Code	Programme	Semester	Delivery
CR_HMMED_8	<u>Bachelor of Arts (Honours) in Creative Digital Media</u>	7	Elective
CR_HPHNM_8	<u>Bachelor of Arts (Honours) in Photography with New Media</u>	7	Elective