

COM2301: VIDEO PRODUCTION

Effective Term

Semester A 2022/23

Part I Course Overview

Course Title

Video Production

Subject Code

COM - Media and Communication

Course Number

2301

Academic Unit

Media and Communication (COM)

College/School

College of Liberal Arts and Social Sciences (CH)

Course Duration

One Semester

Credit Units

3

Level

B1, B2, B3, B4 - Bachelor's Degree

Medium of Instruction

English

Medium of Assessment

English

Prerequisites

Nil

Precursors

Nil

Equivalent Courses

Nil

Exclusive Courses

Nil

Part II Course Details

Abstract

This course aims to teach basic video shooting and editing techniques for mass communication. It provides students with a working knowledge and skills on: 1) pre-production preparation including creating a shot list, writing a treatment and a

storyboard, 2) video creation such as the concept of shot styles and shot composition, and 3) video production including shooting and editing and exporting videos that can be used for corporate videos, advertising, public relations, news reporting and documentaries.

Course Intended Learning Outcomes (CILOs)

CILOs	Weighting (if app.)	DEC-A1	DEC-A2	DEC-A3
1 Demonstrate knowledge and skills of managing the stages of pre-production, production, and post-production	20		x	
2 Describe the meanings of various shot styles and analyze shot composition and video structure	20	x	x	
3 Apply the knowledge and skills of video editing in video production, as well as in critiquing videos	30		x	x
4 Produce videos in various formats for different purposes of mass communication	30		x	x

A1: Attitude

Develop an attitude of discovery/innovation/creativity, as demonstrated by students possessing a strong sense of curiosity, asking questions actively, challenging assumptions or engaging in inquiry together with teachers.

A2: Ability

Develop the ability/skill needed to discover/innovate/create, as demonstrated by students possessing critical thinking skills to assess ideas, acquiring research skills, synthesizing knowledge across disciplines or applying academic knowledge to real-life problems.

A3: Accomplishments

Demonstrate accomplishment of discovery/innovation/creativity through producing /constructing creative works/new artefacts, effective solutions to real-life problems or new processes.

Teaching and Learning Activities (TLAs)

TLAs	Brief Description	CILO No.	Hours/week (if applicable)
1 Lectures	Basic concepts and principles of video production Developing a meaningful topic and creating a storyboard Process of video production, developing a work plan, and preparation for field work	1	3 weeks
2 Demonstration	Operation of a video camera and creation of various video shot styles Shot composition for various purposes	2	3 Weeks
3 Demonstration	Use of related software for video editing and production	3	3 weeks

4	Workshop	Work on class assignments and produce video packages	4	4 weeks
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Assessment Tasks / Activities (ATs)

ATs	CILO No.	Weighting (%)	Remarks (e.g. Parameter for GenAI use)	
1	Four classes and home assignments on scriptwriting and storyboard creation, video shooting, editing and production for different purposes, as well as constructive peer critique of others' work.	1, 2, 3	35	
2	In class exercise and participation	1, 2, 3, 4	15	
3	A group project on creating a video project 1) Write a treatment to describe the story idea and the issues of the production	1, 2	10	
4	2) Create a storyboard and shot list with the key scenes and corresponding notes on dialogue, sound effects, music, etc.	1, 2	10	
5	3) Produce a video for mass communication and present it in class	1, 2, 3, 4	30	

Continuous Assessment (%)

100

Examination (%)

0

Assessment Rubrics (AR)**Assessment Task**

Shot list creation exercise: Create a shot list for the finale of “The Good, the Bad and the Ugly”

Criterion

Presentation, clarity, and accuracy

Excellent (A+, A, A-)

Shot list is well-written. The descriptions of the shots matches the scene accurately. Shot list is presented in a professional format.

Good (B+, B, B-)

Shot list is presented clearly and in a professional format. The writing and the accuracy of the shots description could be improved.

Fair (C+, C, C-)

The work reflects some understanding of the lecture on pre-production, but the writing, format, clarity and accuracy of the work could use much improvement.

Marginal (D)

Shot list is difficult to comprehend. The work does not demonstrate any understanding of the class content.

Failure (F)

Failure to hand in work or work is of extremely poor quality.

Assessment Task

Documentary Shooting Exercise: Shoot images and interviews to create a 3 minute personal documentary about a person or a subject.

Criterion

Quality of shots

Excellent (A+, A, A-)

Shots are excellently executed. Shots are well composed, well operated, in focus and properly exposed. Colour balance is correct. Shots were made with clear understanding of story being told.

Good (B+, B, B-)

Shots are excellently executed. Shots are well composed, well operated, in focus and properly exposed. Colour balance is correct. Shots were made with clear understanding of story being told.

Fair (C+, C, C-)

Shots are adequately executed. Many improvements could be made in terms of composition, operation, focus, exposure, and or colour balance. Shots have been executed with little storytelling intent.

Marginal (D)

Quality of shots is very poor. Shots are badly composed, badly operated, out-of-focus and or not colour balanced. No clear storytelling intent can be ascertained by the shots.

Failure (F)

Failure to hand in work or work is of extremely poor quality

Assessment Task

Documentary Editing Exercise: Edit images and interviews to create a 3 minute personal documentary about a person or a subject.

Criterion

Quality of editing in relation to storytelling

Excellent (A+, A, A-)

The story of the documentary is excellently presented. The story and topic of the documentary is extremely coherent. The quality of the edit is also excellent. The style and rhythm of the edit works well to tell the story of the documentary. Sound levels are excellent.

Good (B+, B, B-)

The story of the documentary is well presented but improvements could be made. The story and topic of the documentary is somewhat coherent. The quality of edit could be improved. The style and rhythm of the edit does not always work to tell the story of the documentary. Sound levels could be improved.

Fair (C+, C, C-)

The story of the documentary is presented but much improvement could be made. The story and topic of the documentary is not very coherent. The quality of edit could be much improved. The style and rhythm of the edit does not work well to tell the story of the documentary. Sound levels could be much improved.

Marginal (D)

The story of the documentary is not well presented. The story and topic of the documentary are incoherent. The quality of edit is poor. The style and rhythm of the edit does not work to tell the story of the documentary. Sound levels are poor. Failure to hand in work or work is of extremely poor quality.

Failure (F)

Failure to hand in work or work is of extremely poor quality.

Assessment Task

Documentary peer critique exercise

Criterion

Insightfulness and quality of the critique offered

Excellent (A+, A, A-)

The critique offers abundant insight in a constructive way, is well-written (free of grammar mistakes and clear), and demonstrates in-depth understanding of the class content.

Good (B+, B, B-)

The critique offers some valid feedback that shows that the student has grasp the essence of the class content. The writing and the clarity of the critique could use some improvement.

Fair (C+, C, C-)

The critique offers some valid critique. The writing and the clarity of the critique could use much improvement.

Marginal (D)

The critique is difficult to read. The work does not demonstrate any understanding of the class content.

Failure (F)

Failure to hand in work or work is of extremely poor quality.

Assessment Task

Group Project: Choose 1 of 2: Shoot a news feature, or a commercial (Corporate or Public Service Announcement)

Criterion

Treatment (10%) Documentation: Script, Shot List, Storyboard (10%) Finished commercial and group presentation (30%)

Excellent (A+, A, A-)

All work is excellently executed. Documents are tidy, legible, precise, attractive and legible. The documentary is well shot, well edited and creative.

Good (B+, B, B-)

All work is well executed but improvements could be made. Documents could be tidier, more legible, more precise, more attractive. The documentary could be better shot, better edited and more creative.

Fair (C+, C, C-)

All work is adequately executed but many improvements could be made. Documents could be much tidier, much more legible, much more precise, much more attractive. The documentary could be much better shot, much better edited and more much creative.

Marginal (D)

All work is of poor quality. Documents are untidy, illegible, imprecise and unattractive. The documentary is badly shot and badly edited and or extremely uncreative.

Failure (F)

Failure to hand in work or work is of extremely poor quality.

Part III Other Information

Keyword Syllabus

Video production; video formats; shot style; video composition; camera operation; video production equipment; video development; video editing

Reading List**Compulsory Readings**

	Title
1	Marcie Begleiter (2010). From Word To Image. (2nd ed.). Michael Wiese Productions
2	David Bordwell and Kristin Thompson (2012) Film Art: An Introduction (10th ed.). McGraw Hill
3	Nicholas T. Proferes (2008) Film Directing Fundamentals. (3rd ed.). Focal Press, Elsevier
4	Gustavo Mercado (2011) The Filmmaker' s Eye. Focal Press, Elsevier
5	Steven D Katz (1991) Film Directing Shot by Shot. Michael Wiese Productions

Additional Readings

	Title
1	Nil