



Course syllabus

Faculty of Arts and Humanities

Department of Media and Journalism

1MP606 Video och audio - illustrera, animera och ljudlägga, 15 credits

Video and Audio - Illustrate, Animate and Audio Edit

Subject Group

Media Production

Level of classification

First Level

Progression

G1F

Date of Ratification

Approved 2020-11-23

Revised 2022-02-03 by Faculty of Arts and Humanities. Revised examination.

The course syllabus is valid from autumn semester 2022

Prerequisites

At least 45 credits within the Creative Media Programme (MGMKP) or the equivalent.

Objectives

After completing the course, the student is expected to be able to:

- produce and technically design audio-visual media productions on a publishable level, comprising illustration, animation/motion graphics and narrative components with sound,
- produce and technically design high-quality live produced, studio-based multi-camera productions,
- account for design and production technical concepts concerning illustration, animation, sound, audio-visual effects and studio-based multi-camera production,
- account for methods and professional roles within professional studio-based multi-camera production,
- account for and explain design and production technical choices in different kinds of production process in TV and video production,
- document their individual creative media production process in a process journal based on the workbook method.

Content

The course introduces illustration, animation and audio editing in professional video production – a field that requires prior knowledge about basic video production. It furthermore introduces ways of working, production methods and design techniques for live produced studio production, as well as studio technique and professional roles within the field of studio produced TV and video. The course also includes specialisation in video production techniques, storytelling through images and technical design.

The course comprises three different kinds of professional production form, each of which focuses on different aspects of the subject field:

- Individual work with animation, primarily in the form of motion graphics, using design technical tools for illustration, animation and audio editing, including the concepts, theories, methods and workflows of the field.
- Team based production of information or commercials, in collaboration with an external client, focusing on motion graphics or compositing, including the tools, concepts, theories, methods and workflows of the field.
- Live broadcast studio-based multi-camera production, including the tools, concepts, theories, methods, workflows and professional roles of the field.

The course also introduces the workbook method as a process journal and as a method for documentation and critical reflection on the student's own creative work within media production.

Type of Instruction

Teaching is delivered in the form of lectures, exercises, creative work and supervision.

Examination

The course is assessed with the grades Fail (U), Pass (G) or Pass with Distinction (VG).

In order to receive the grade of Pass, the student must achieve the course objectives. Grading criteria for the grade of Pass with Distinction is communicated in writing when the course starts.

The course is examined through hand-in assignments presented in the seminars for the different assignments, as well as through a process journal in the form of a workbook and exam.

If the university has decided that a student is entitled to special pedagogical support due to a disability, the examiner has the right to give a customised exam or to have the student conduct the exam in an alternative way. Repeat examination is offered in accordance with Local regulations for courses and examination at the first and second-cycle level at Linnaeus University.

Course Evaluation

During or shortly after the course, a course evaluation is conducted. Results and analysis of the course evaluation are promptly communicated to the students who have taken the course. Students who are taking the course when it is offered the next time are informed of the results at the start of the course. The evaluation is anonymous.

Required Reading and Additional Study Material

Crook, Ian, Beare, Peter (latest edition). *Motion Graphics: Principles and Practices from the Ground Up*. London: Fairchild Books. 200 p.

Hilton, Penny (latest edition). *Design in Motion: Applying Design Principles to Filmmaking*. London: Bloomsbury Academic. 268 p.

Koblanck, Henriette (latest edition). *Workbookmetoden*. Provided by the department. 22 p.

Owens, Jim (latest edition). *Television Production*. New York: Routledge, Taylor & Francis Group. 450 p.

Additional material available in digital format, including scientific articles (ca 200 pages).