



Course syllabus

Faculty of Arts and Humanities

Department of Media and Journalism

1MP703 Video och audio - gestalta och berätta - för
Medieentreprenörer, 15 credits

1MP703 Video and Audio - Design and Narrate - for Media
Entrepreneurs

Subject Group

Media Production

Level of classification

First Level

Progression

G1N

Date of Ratification

Approved 2020-06-17

Revised 2022-05-31 by Faculty of Arts and Humanities.

The course syllabus is valid from spring semester 2023

Prerequisites

General entry requirements + Civics 1b alt. Civics 1a1 +1a2.

Objectives

After completing the course, the student should be able to:

- produce and design different kinds of digital media productions for video and audio that meet basic requirements for publication,
- handle relevant design tools for audio and video production,
- account for design concepts in audio and video production,
- account for the main auditory characteristics of sound, as well as for the main functionality of a microphone,
- account for the main visual characteristics of light in the production of moving images, as well as for the main functionality of the video camera,
- produce manuscripts and storyboards for audio-visual media productions that meet basic requirements for publication, as well as adhere to this pre-production work during recording and postproduction,
- account for and justify choices regarding preproduction, recording and postproduction in creative production processes,
- analyse the narrative and the creative choices made in audio-visual media

- productions from a production technical perspective,
- account for professional ethical stances and apply a professional approach and way of working in media production, such as keeping deadlines and follow instructions.

Content

This course introduces the field of professional audio-visual media production, including its tools, concepts, theories, methods and production processes. It comprises practical production of manuscripts/storyboards as well as video and audio productions, focusing on fictional narration. It also includes an introduction to, and technical overview of, professional audio-visual tools such as video cameras, audio recorders, different kinds of microphone, and tools for postproduction. It furthermore covers the use of microphones, basic recording techniques, postproduction and lighting for video production.

Type of Instruction

Teaching is delivered in the form of lectures, exercises 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 objectives. Grading criteria for the grade of Pass with Distinction will be specified in writing when the course starts. The course is examined through submissions, seminars and a written exam. It comprises the following examination components:

- Audio Production with Fictional Narration, 3 credits
- Commercial Production, 2 credits
- Individual Video Design, 4 credits
- Short Film with Fictional Narration, 4 credits
- Exam, 2 credits

If the university has decided that a student has the right to special educational support due to a disability, the examiner may offer an adapted test or allow the student to conduct the test in an alternative form. For students who do not pass their first examinations, retake examinations are provided in accordance with Local regulations for courses and examinations at the first and second levels 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

Bowen, Christopher J. (the latest edition). *Grammar of the Shot*. New York: Routledge, Taylor & Francis Group. 308 p.

Bowen, Christopher J. (the latest edition). *Grammar of the Edit*. New York: Routledge, Taylor & Francis Group. 292 p.

Gjöres, Per-Axel (the latest edition). *Proffsvideokameran – Uppbyggnad, handhavande & funktioner*. Compendium (Provided by the department). 39 p.

Gjöres, Per-Axel (the latest edition). *Varde ljus!! – Om att sätta ljus för film & TV*. Compendium (Provided by the department). 12 p.

Jägerskog, Arild (the latest edition). *Massmedieljudets villkor*. Compendium (Provided by the department). 68 p.

Jägerskog, Arild (the latest edition). *Mikrofonen och örat*. Compendium (Provided by the department). 71 p.

Scott-James, Kahra (the latest edition). *Sound Design for Moving Image: from Concept to Realization*. London: Bloomsbury Academic. 184 p.

Sundstedt, Kjell (the latest edition). *Att skriva för film*. Stockholm: Ordfront. 271 p.

Other electronically available material, including academic articles, may be added (ca 200 p).