



Course syllabus

Faculty Board of Science and Engineering
School of Computer Science, Physics and Mathematics

2ME104 Avancerad digital videoproduktion, 7,5 högskolepoäng
Advanced Digital Video Production, 7.5 credits

Main field of study

Media Technology

Subject Group

Media Production

Level of classification

First Level

Progression

G1F

Date of Ratification

Approved by Organisational Committee 2009-09-08

The course syllabus is valid from spring semester 2010

Prerequisites

NO VALUE DEFINED

Expected learning outcomes

The main focus of the course is the production of video and its distribution through various channels.

Upon completion of the course, the student should be able to:

- design a strategy for an efficient production flow
- understand the economics of the video business
- write solid quotes and pitch for them
- design the whole flow of a production from quote to de-livery
- describe and use the technical processes involved
- work with several distribution channels (podcasts, streaming; on web sites; on virtual environments; to mo-bile phones)
- suggest the most adequate distribution channel for a given production
- work with confidence with the professional tools of the trade
- work on an analogue or a digital studio

Content

The course will delve into the topics necessary for the efficient production of video, teamwork, economics and technical matters.

The course covers:

- efficient, professional tools for video production
- the economics of the trade and the economics of a production
- project management (Gantt-diagrams, pipeline, and relevant software)
- flow throughout the whole production
- real time video in an analogue and a digital studio
- various distribution channels such as podcast, videocast, HDTV, iµTV and the Third Screen
- practical in the studio and computer lab

Type of Instruction

Lectures, workshops and self studies.

Examination

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

Written and practical assignments which are presented orally and/or in written form. All assignments are to be handed in by a due date specified in the course platform.

On request, students may have their credits translated to ECTS-marks. Such a request must be sent to the examiner before the grading process starts.

Course Evaluation

A written course evaluation will be carried out at the end of the course in accordance with the guidelines of the University. The course evaluation will be filed at the department.

Required Reading and Additional Study Material

Required reading

Millersson, G., *Video production handbook*, Oxford, Focal, 2001. Pages 297 (297).

Utdelat material (artiklar, begreppskartor). Pages 50.

Webbaserat material (artiklar). Pages 100.

Recommended supplementary reading

Clark, B. & Spohr, S. J., *Guide to postproduction for TV and film: managing the process*, Boston, Mass., Focal Press, 2001. Pages 355 (355).