



Course syllabus

Faculty of Technology

Department of Media Technology

2ME111 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 Faculty of Technology 2015-05-22

The course syllabus is valid from spring semester 2016

Prerequisites

General entry requirements and Digital Video Production (1ME201) or the equivalent.

Objectives

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 delivery
- describe and use the technical processes involved
- work with several distribution channels (podcasts, streaming; on web sites; on virtual environments; to mobile 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 A, B, C, D, E, Fx or F.

The grade A constitutes the highest grade on the scale and the remaining grades follow in descending order where the grade E is the lowest grade on the scale that will result in a pass. The grade F means that the student's performance is assessed as fail (i.e. received the grade F).

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.

Course Evaluation

During the course or in close connection to the course, a course evaluation is to be carried out. The result and analysis of the course evaluation are to be communicated to the students who have taken the course and to the students who are to participate in the course the next time it is offered. The course evaluation is carried out anonymously. The compiled report will be filed at the Faculty.

Credit Overlap

This course cannot be part of a degree in combination with another course in which the content fully or partly correspond to the content of this course: 2ME104 Advanced Digital Video Production, 7.5 credits

Other

Grade criteria for the A–F scale are communicated to the student through a special document. The student is to be informed about the grade criteria for the course by the start of the course at the latest.

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).