



COURSE SYLLABUS

Video Production, 7.5 credits

Video Production, 7,5 högskolepoäng

Course Code: LVP16	Education Cycle: First-cycle level
Confirmed by: Director of Education Feb 1, 2016	Disciplinary domain: Social sciences (70%) and technology (30%)
Valid From: Spring 2022	Subject group: MK1
Version: 2	Specialised in: GIF
	Main field of study: Media and Communication Science

Intended Learning Outcomes (ILO)

On completion of the course students should be able to:

Knowledge and understanding

- explain how a company or organisation can utilise the moving image in relation to other communication channels (1)

Skills and abilities

- present a planned video production (2)
- produce and make a correct export of a short video (3)

Judgement and approach

- explain, criticise and compare ideas and experiences by interpretation and reviews of aesthetic, filming techniques and sounds in video productions (4)

Contents

- Writing synopsis and pitch
- Plot structure
- Image composition and image rhetoric
- Camera technique
- Lighting
- Audio production
- Integration of graphic profile
- Video editing

Type of instruction

The teaching consists of lectures, seminars and exercises performed individually and in groups. A learning management system is used.

Students who have been admitted to and registered for a course have the right to receive instruction/supervision for the duration of the time period specified for the particular course

instance to which they were accepted. After that, the right to receive instruction/supervision expires.

The teaching is conducted in English.

Prerequisites

General requirements and 37,5 credits in Media and Communication Science or equivalent. English proficiency is required. Exemption is granted from the requirement in Swedish.

Examination and grades

The course is graded A, B, C, D, E, FX or F.

The grades A, B, C, D and E are all passing grades. For courses with more than one element of examination, students are given a final grade based on an overall assessment of all the elements included in the course. The final grade of the course is issued only when all elements of examination have been passed.

The examination is based on the intended learning outcomes.

The examination must allow for students to be assessed on an individual basis. Further information concerning assessment of specific intended learning outcomes and grading criteria is provided at the beginning of the course.

Students are guaranteed a minimum of three attempts to pass an examination, including the regular attempt.

If a student has failed the same examination three times, the student can request that the next attempt be graded by a new examiner. The decision to accept or reject such a request is made by the associate dean of education. A student may not make a second attempt at any examination already passed in order to receive a higher grade.

In case a course is terminated or significantly altered, examination according to the earlier syllabus shall be offered on at least two occasions in the course of one year after the termination/alteration.

Examination forms are:

- Individual video production (Learning outcomes 2,3,4)
- Individual written assignment with oral presentation (Learning outcome 1)
- Group assignment video production (Learning outcomes 2,3,4)

Registration of examination:

Name of the Test	Value	Grading
Individual written assignment with oral presentation	2 credits	A/B/C/D/E/FX/F
Individual video production	2 credits	A/B/C/D/E/FX/F
Group assignment video production	3.5 credits	A/B/C/D/E/FX/F

Course evaluation

The instruction is followed up throughout the course. A course evaluation is conducted at the end of the course. A summary and comments are published in the learning management system. The evaluation constitutes a basis for future improvements to the course.

Course literature

Costello, V et al (2012). *Multimedia Foundations. Core Concepts for Digital Design*. Oxford: Focal Press. 424 pages. Chapters 3, 4, 8, 9, 11, 12, 13. Available in full text at Jönköping University Library.

Owens J, Millerson G (2011). *Video Production Handbook*. Oxford: Focal Press. 395 pages.

Compendium and articles ca 20 pages.

Please note that changes may be made to the reading list up until eight weeks before the start of the course.

Citing Sources – How to Create Literature References

<http://ju.se/library/search--write/citing-sources---how-to-create-literature-references.html>

The Interactive Anti-Plagiarism Guide – Jönköping University
Information about plagiarism at higher education institutions
Available in the learning management system