



## COURSE SYLLABUS

# Video Production, 7.5 credits

*Video Production, 7,5 högskolepoäng*

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<b>Course Code:</b> LVPK13	<b>Education Cycle:</b> First-cycle level
<b>Confirmed by:</b> Sep 27, 2022	<b>Disciplinary domain:</b> Social sciences (70%) and technology (30%)
<b>Valid From:</b> Spring 2023	<b>Subject group:</b> MK1
<b>Version:</b> 1	<b>Specialised in:</b> GIF
	<b>Main field of study:</b> Media and Communication Science

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### 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 or in groups.

A digital learning platform is used.

Students who have been admitted to and registered on a course have the right to receive

instruction/supervision for the duration of the time period specified for the particular course to which they were accepted. After that, the right to receive instruction/supervision expires.

The teaching is conducted in English.

### **Prerequisites**

General requirements and completed 45 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 examination, students are given a final grade based on an overall assessment of all examinations included in the course. The final grade of the course is issued only when all course units have been passed.

The examination is based on instruction and course literature.

The examination must allow for students to be assessed on an individual basis. Students may not make a second attempt at any examination (or element of examination) already passed in order to receive a higher grade. Further information concerning assessment and grading criteria is provided in a study guide distributed at the beginning of the course.

Students are guaranteed a minimum of three examination occasions, including the regular occasion.

If a student has failed the same examination three times, the student is entitled to request that the next examination is assessed and graded by a new examiner if possible. The decision to accept or reject such a request is made by the course coordinator, or, in case the course coordinator is also the examiner, by a person appointed by the Managing Director.

In case the course is terminated or significantly altered, examination according to the present course 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

At the end of the course, a course evaluation is performed and commented on by the course coordinator and, if possible, a student/students (course developer/s). The course evaluation, which is published on the relevant learning platform and submitted to the study administration, is to function as 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