

Module Title: Online Video Production

Module Code: TBC

Module Rationale

This module introduces the core languages, grammars, conventions, and practical techniques of video production for online media. It will offer the opportunity to become familiar with, and experiment using, industry standard studio equipment for image and sound recording, as well as lab postproduction environments and technologies. In so doing, it will provide the foundational knowledge and skills necessary for working creatively and efficiently, whether in the context of a fully independent production, or as part of a crewed project.

The initial part of the module will concentrate on analysing and understanding the key principles behind successful, professional video content. The emphasis will then shift to the core basics of narrative development, scripting and storyboarding, camera operations and on-location shooting, microphone usage and sound recording, sequencing grammar and continuity editing, and the correct usage of post-production software. The module will also delineate the legal and ethical requirements for on-location shooting, as well as the principles of budgetary development and discipline.

Assessment

Assessment	Weight
Video	80%
Reflection Report	20%

The video project consists of **ONE** video (3 min). Student can produce **either** a creative video **or** factual video.

Factual video (3 min)

- Topic can be anything factual: Covid-19, post-Brexit, music, fashion, vegan, climate change, football etc.
- No need to conduct face-to-face interview during lockdown but record via Skype.
- Self-style or vlog reportage is acceptable
- Your own narration (voiceover)
- May include interview(s), either conduct by yourself or source from YouTube, Twitter video etc.
- No need to go out filming during lockdown but use archive footage (download from YouTube etc.) or still images

- Can be a combination of few short 'Stories'. The total length should be 3min max
- Piece to camera is optional.

Creative video (3 min)

- Topic can be more creative: talk show, commercial advertisement, political campaign, short film, MV, Youtuber vlog style etc.
- Can be a combination of few short 'Stories'. The total length should be 3min max
- May include your own narration or using text
- May include piece to camera
- No need to go out filming during lockdown but use archive footage (download from YouTube etc.) or still images

The video can be shot by mobile phone or any video recording device.

You may use any video editing software (Adobe Premiere Pro is free for you to download)

Reflection Report (1,000 words)

You may also include the following as appendix (they are NOT included in the word count):

- Log
- Video Brief
- Script
- Storyboard

Indicative Syllabus

- Introduction and video production concept
- TV history and video shooting basic I
- Online streaming and video pre-production
- Social media video and filming a sequence
- Media audience and video formats
- Media bias, students skill exchange and introduction to Adobe Premiere
- TikTok ethics and video editing
- Media regulation and video editing
- Reflection report and video editing

Essential Reading

- *Video Production Handbook*, Jim Owens
- *Introduction to Video Production: Studio, Field, and Beyond*, Ronald J. Compesi, Jaime S. Gomez
- *Video Field Production and Editing*, Ronald Compesi
- *Share, Like, Recommend in Journalism Studies*, Hermida, Alfred Fletcher, Fred Korell, Darryl Logan, Donna
- *Single-Camera Video Production*, Robert B. Musburger