

**AC-3305**

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**Principles & Practice of  
Video & Audio  
Production**

**Module Guide  
2011/2012**

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## Module Information

<b>Module Code</b>	AC3305
<b>Module Title</b>	Principles and Practice of Video and Audio Production
<b>Programme</b>	BA Major in Professional Communication and the Media
<b>Type of Module</b> <i>(Major/Breadth)</i>	Major option for Professional Communication and the Media / Breadth.
<b>Modular Credits</b>	4
<b>Contact Hours Per Week</b>	2 (plus 8-10 non-contact hours per week)
<b>Prerequisites</b>	None

## Aims/Objectives/Rationale

The first aim of this module is to provide students with the necessary skills to enable them to communicate, illustrate, and demonstrate ideas and concepts using a full range of audio-visual techniques using video, graphics, text and sound.

The second aim is to develop individual and group problem solving techniques in students.

## Module Content

The module will take students through the various stages of video production:

- Developing a concept or idea to be communicated and identifying the target audience
- Developing a script
- Visualizing the concept or idea through storyboarding
- Preparation for production (location search, character development)
- Using the film camera
- Production (shooting, voice recording, creation of graphics)
- Editing the raw material (selection of shots, reshooting, multi-layering of audio and visual tracks)
- Final production (colour correction, tweaking sound)
- Final presentation to client

## Introducing the Module:

Video and audio productions are used in a numerous forms of media including television, film, radio, online media and art installations. Through this module we will go through the three stages of video and audio production: Pre-production, Production, and Post-production.

Pre-production is the planning stage of your shoot, and occurs before the camera starts rolling. By creating storyboards, scouting locations, and figuring out the budget ahead of time, your production will be free of unnecessary worry.

Production is the filming stage of your shoot which includes cinematography, audio recording and lighting, as well as directing, art and effects.

Post production begins when your camera stops rolling. This is when you take the footage you captured and edit it into the finished production. This stage includes SFX and sound design editing and techniques.

All professional video and audio production is done in teams and in this module you are required to work with a group as well as complete individual exercises in class.

## Lectures/Tutorials:

Our class contact time is 2 hours per week – this will be divided as follows:

Lecture and/or demonstration of the current week's topic.

Discussion of the previous week's work and any class issues.

## Independent Work (OUTSIDE OF CLASS HOURS):

**Student Workload** = 10 hours per week

**Contact Hours for timetabling** = 2 hours per week

You are required to work on this module for **8- hours per week** between classes.

This time is used to:

- Research your film idea.
- Work with your group members to your assigned tasks.
- Location searching and taking reference photographs.
- Write script.
- Edit script.
- Edit script AGAIN.
- Arranging the logistics and permissions for location shooting.
- Other research as needed.
- This is also known as PRE-PRODUCTION

As well as...

- Shoot your film
- Shoot pick-ups
- Record audio
- This is also known as PRODUCTION

AND...

- Edit your vision & audio
- Source and edit audio sound FX
- Source and create visual FX
- Create titles
- Create credits
- Compress video into finished formats
- Deliver completed video on time and on budget
- This is also known as POST-PRODUCTION

## ASSESSMENT

Assessment	Examination: (This module has no exam)	
	Coursework:  Item 1 – Several Class Exercises (70%)  Item 2 - Final Production (30%) Due Week 14	<b>100%</b>
Textbook(s) References:	<p>There is no required text. Readings and reference materials will be supplied in class.</p> <p>Suggested Readings are:            Goodman, R.M., &amp; McGrath, P. (Eds.). (2002). <i>Editing digital video: The complete creative and technical guide</i>. New York: McGraw-Hill</p> <p>Millerson, G., &amp; Owens, J. (2008). <i>Video production handbook</i>. (4th ed.). Oxford: Focal Press.</p> <p>Videomaker. (2007). <i>The Videomaker guide to video production</i>. (6th ed.). Oxford: Focal Press.</p>	
Staff:	Lecturers: Dr. Janet Marles and Eric Ditton; Programme Leader: Alex Henry	

## Standards and Policy

<p><b>Student Responsibilities</b></p>	<p>As Shaquille O'Neal, a famous American basketball champion and celebrity once said, "Excellence is not a singular act, but a habit. You are what you repeatedly do."</p> <ul style="list-style-type: none"> <li>• To pass this module, you need to be consistent. Quickly assembling assignments in the last minute will not help you pass. Adversely, you will learn very little that will improve your critical and practical skills for professional communication.</li> <li>• And remember, there is NO SUCH THING as a "stupid question". All questions are valid and more often than not, it is the simplest and most "ridiculous" question that is the most thought provoking. So please bring your questions to class and we will explore it together.</li> </ul>
<p>Contact Hours</p>	<ul style="list-style-type: none"> <li>• Attending class is a prerequisite of UBD studies in Professional Communication. Students who fail to attend more than <b>twice</b> will be subject to disciplinary action. Adversely, your final grades will be affected.</li> <li>• Students who physically attend tutorials but who come unprepared and do not contribute to discussions will be marked as absent.</li> <li>• <b>There are tutorial tasks <u>each week</u>. Please research, prepare and submit each assignment before coming to class.</b></li> </ul>
<p>Assignment</p>	<ul style="list-style-type: none"> <li>• ALL work submitted must include a written statement by you. Please include your own name and student number with each piece of work.</li> <li>• Any requests for extension of time to submit assignments should be made to the tutor, <b><u>in advance (of AT LEAST 3 days)</u></b>, with evidence of the grounds to support your request.</li> <li>• Late assignments will be penalised <b><u>at 10% a day</u></b> (inclusive of public holidays) <i>unless</i> you have already made <b>advance</b> arrangements with your tutor.</li> <li>• Students must <b><u>ALWAYS</u></b> keep a copy of your assignments/projects as safeguard against any unintentional loss or theft. The tutor will not be held responsible for the loss of an assignment and/or project and will grade accordingly if the student is unable to reproduce the original document.</li> </ul>
<p>Grading</p>	<p>The following information is retrieved, truncated and modified (for the purpose of this module) from the <i>GenNext Assessment and Standards Guide</i>. Tutors will grade all projects and assignments based on the information below</p>

	unless specific instructions have been given to students and tutors (in the section called “Assignments and Assessments” or in person) regarding alternative marking rules.
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Grade	GP	Mark	Description
A+	5	Distinction 90-100	Excellent/Outstanding Work
A	4.5	Distinction 80-89	<i>Student shows high level of analysis based on a clear thesis statement; well structured document with a consistent and logical flow of argument, justification and exemplification throughout the document; critical interpretation of scholarly work; ability to illustrate and exemplify problems and complex theories; extensive range of scholarly sources showing evidence of wide information retrieval; and written in pleasing prose free of grammatical, punctuation and spelling errors.</i>
B+	4.0	High Credit 75-80	Very Good Work
B	3.5	High Credit 70-74	<i>Demonstrates an ability to compare and contrast evidence, and theories, systematically; analytical, based on wide reading beyond prescribed texts; capable of some critical insight into research and/or theory and/or applicability thereof; good style and clear expression although with minor grammatical and structural errors; ability to sustain argument; able to demonstrate how theory can be applied; better able to apply principles to argument albeit with minor errors.</i>
C+	3.0	Credit 65-69	Good Work
C	2.5	Credit 60-64	<i>Accurate description complemented by some analysis with some evidence of ability to apply theory; some useful insights; use of range of sources (at least from prescribed texts); shows a good knowledge and some critical negotiation and application of principles and theories to the given assignment rather than simply using recall techniques; coherent argument which is to the point but could be improved. Minor grammatical and structural errors.</i>
D+	2.0	Pass 55-59	Satisfactory Work
D	1.5	Pass 50-54	<i>Comprehensible; satisfactory description based on acceptable grasp of basic texts; satisfactory understanding of major issues but with little evidence of analysis; able to understand and apply principles and theories to a wider range of issues; use of a range of sources (at least from pre-given texts); reasonable level of clarity and coherence of written communication but</i>

			<i>with cluttered and ill-structured use of language.</i>
E	1.0	(Conditional)* Pass 40-49	Poor Work  <i>Comprehensible although with excessive ambiguities; some accurate description, as opposed to analysis, based on a limited range of sources; general grasp of subject matter and major issues involved; able to descriptively apply basic principles and theories but shows little or no critical understanding or negotiation with argument; a minimal level of coherence of style and composition.</i>
F	0	Fail 39 or less	Unacceptable Work  <i>The work may be plagiarised; very limited grasp of subject matter; incoherent argument; incomplete; difficult to read; off the point; little evidence of any relevant reading; negligible understanding of set material; superficial; major errors of focus; unable to adequately answer assignment question/topic; some or all of the above.</i>
		<p><b>Notes:</b>  * <b>Grade E/Conditional Pass</b>  The University Regulations state that Grade E (for the Semester Module) will be marked “Conditional Pass” twice throughout the period of study of an undergraduate; a third “Grade E” will automatically be converted into a Grade F.</p> <p>In relation to this, students must maintain a minimum GPA of 2.0 for the semester. A student will be placed on probation if their GPA falls below 2.0. A student who is on probationary status for two consecutive semesters will be terminated from UBD.</p>	

<p><b>Academic Integrity</b></p>	<p>Universiti Brunei Darussalam encourages its students and staff to pursue the highest standards of integrity in all academic activity. Academic integrity involves behaving ethically and honestly in scholarship and relies on respect for others' ideas through proper acknowledgement and referencing of publications. (This includes images).</p> <p>Lack of academic integrity, including the examples listed below, can lead to serious penalties.</p> <p>Find out more about how to reference properly and avoid plagiarism at:  <a href="http://www.ubd.edu.bn/academic/courseoutline/citation.html">http://www.ubd.edu.bn/academic/courseoutline/citation.html</a></p>
<p>Plagiarism</p>	<p>Inappropriate or inadequate acknowledgement of original work including:</p> <ul style="list-style-type: none"> <li>• Material copied word for word without any acknowledgement of its source</li> <li>• Material paraphrased without appropriate acknowledgement of its source</li> <li>• Images, designs, experimental results, computer code etc used or adapted without acknowledgement of the source.</li> </ul>
<p>Ghost writing</p>	<p>An assignment written by a third party and represented by a student as her or his own work.</p>
<p>Collusion</p>	<p>Material copied from another student's assignment with her or his knowledge.</p>
<p>Purloining</p>	<p>Material copied from another student's assignment or work without that person's knowledge.</p>
<p>Non-Discriminatory Use of Language</p>	<p>Universiti Brunei Darussalam is committed to international academic excellence and the use of discriminatory language to vilify and/or discriminate against another person is prohibited.</p> <p>Discriminatory language refers to offensive terms to gender, race, age, sexual orientation, citizenship or nationality, ethnic or language background, physical or mental ability, or political or religious views, or which stereotypes groups in an adverse manner.</p> <p>It is exceptionally important that you take note of your written work and be wary of how you describe and express your thoughts. The most common use of discriminatory language is in terms of gender and sexuality. However, this being said, the exception to the rule will allow an individual to express such language if it is engaged for the purpose of scholarly and academic justification. You are advised to check and edit your work for this.</p>

## Assessment details

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<b>Coursework Assessment:</b>	<b>100%</b>	<b>DUE</b>
Item 1 – Seven (7) Exercises weighted at 10% each	70%	<b>Various Weeks</b>
Item 2 - Final Production (30%)	30%	<b>Wk 14</b>

**Coursework = 100% (There is NO Exam)**

### **Assessment Item 1.**

Class Exercises:

1. Individual pitch to class – Due week 4
2. Group submission – final script / story board – Due week 6
3. Production exercise A – Due week 8
4. Production exercise B – Due week 9
5. Editing Exercise A – Due week 10
6. Editing Exercise B – Due week 11
7. Editing Exercise C – Due week 12

### **Assessment Item 2.**

Final video and audio production **30%**    **Due Week 14 - Thursday 19 April**

## Module Weekly Outline

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### LECTURES/TUTORIALS:

Our contact class time is 4 hours per week – this will be divided as follows:

- Discussion of the week's topic and identification of any class issues.
- Work on exercises in class and/or in groups.

	LECTURE/TUTORIAL	EXERCISES	WORKSHOPS
Week 1	Introduction to AC-3305		
Week 2	Pre-Production : The idea		
Week 3	Pre-Production : The script and story board		
Week 4	Pre-Production : The pitch / formulation of groups	1. Individual pitch to class	CAMERA #1 SETUP & INPORT 10am-12pm Tuesday
Week 5	Pre-Production : The research, logistics and problem solving		CAMERA #2 Basic Exposure & Composition 8am-12pm Thursday
Week 6	Pre-Production : Final script and story board	2. Group submission – final script / story board	CAMERA #3 Recording Audio
Week 7	Production : producing video and audio		CAMERA #4 Studio Interview
MID SEMESTER BREAK			
Week 8	Production : producing video and audio	3. Production exercise A	CAMERA #5 students working on Production Exercise #1 - Studio Interview
Week 9	Production : producing video and audio	4. Production exercise B	CAMERA #6 / EDIT #1 Students working on Production Exercise #2

Week 10	Post-Production : Editing – video and audio	5. Editing Exercise A	EDIT #2
Week 11	Post-Production : Editing – video and audio	6. Editing Exercise B	EDIT #3
Week 12	Post-Production : Editing – video and audio	7. Editing Exercise C	EDIT #4
Week 13	Post-Production : Editing – video and audio		
Week 14	Post-Production : Editing – video and audio Item 2: Final video and audio production is DUE - <b>Due Date: Thursday 19 April - Week 14</b>		

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