

BADF08I

APPLYING DIGITAL FILM PRODUCTION SKILLS

Level: 5

Credit Value: 30

Pre-Requisites: NONE

Module Description

The module is designed to advance the skills in digital film production introduced in Year 1 to encourage and allow students to explore the different methods and techniques used in other film/TV formats, e.g. factual, documentary, promotional product. The module is also designed to enable students to develop an aesthetic and stylistic approach whilst furthering their technical knowledge. It is expected that students will build on their previous experience in the areas of pre-production, production and post-production in planning, organising, filming and editing to a near professional standard. As in Year 1, a series of short exercises will enable students to develop their technical proficiency, but will also introduce them to ideas and techniques specific to particular formats. The module will also encourage students to gain a wider range of production skills by specialising in areas of production different from those explored in the BADF05C (Script to Screen) module. This module will culminate in the production of a completed short film (5 minutes in duration), utilising different techniques to the Year 1 product, devised and produced within groups.

Learning Outcomes

On completion of this module, students will be able to:

1. Use digital video and audio equipment and facilities for moving image recording and editing proficiently.
2. Understand a wide range of visual and aural language and how they are used in sequences to convey factual information, ideas and opinions and aesthetic quality to engage audience interest.
3. Utilise a wide range of visual and aural language to convey factual information, ideas and opinions and aesthetic quality to engage audience interest in their own production.
4. Follow appropriate procedures to complete productions to a professional standard.

Indicative Content

- Practical instruction in the completion of pre-production documentation necessary to organise a film shoot to a specific time scale and budget.
- Practical instruction in the operation of digital filming and sound recording equipment and resources, including health and safety aspects.
- In conjunction with the sound design and foley module (BADF404), practical instruction in post-production techniques using digital film and sound editing resources.

- Analysis of documentary film, factual TV, advertising and music video sequences from early cinema to modern day examples to study the development of film language, visual narrative techniques and aesthetics in conveying information, ideas and opinions.
- Application of film language, visual narrative techniques and aesthetics to the devising of original scripts and concepts.
- The completion of short film exercises to demonstrate technical and aesthetic proficiency.
- The completion of a planned short film sequence, utilising a wide range of visual and audio techniques to demonstrate the practical application of film production procedures, techniques and aesthetic quality.
- Group work undertaken to emulate and reflect industry practice.
- Individual work undertaken to develop specialist technical skills.
- Evaluation of finished product.
- Self-evaluation of own production and specialist role(s).

Learning & Teaching Strategies

This module will be delivered through lectures, seminars, workshops and tutorials. Students will receive further practical instruction in the completion of production documentation, the setting up and operation of digital filming and sound recording equipment, and the operation of digital editing facilities, specific to their choice of production. Visual language, narrative techniques and aesthetic appreciation will be taught via lectures demonstrating visual and aural analysis techniques. Weekly seminars will be student led to discuss and convey creative and practical production decisions, production progress and group meetings. Individual research and the progression of online research portfolios and evaluative production blogs will be discussed in tutorials. Seminars will allow students to demonstrate their knowledge and understanding of visual language, narrative techniques and aesthetic appreciation through their own presentations of their research. Students will also demonstrate their knowledge and understanding of film language through their own presentations of film/TV sequence analyses via online research portfolios. Group tutorials will be used to discuss and reflect on the development and progress of productions. Final tutorials will be devoted to evaluative critiques of finished productions.

Assessment

Hand-in	Aggregate (Yes/No)	Semester Due
Presentation of film/TV sequence/ advert/ music video research and analysis (20 minute duration) (30% of module) LO2	Yes	Sem 1, Mid
Completed digital short film production (3 to 5 minutes duration), pre-production portfolio and evaluation (1500 words) (70% of module) LO1, LO3, LO4	Yes	Sem 1, End

Specific Learning Resources

- Multi-camera TV Studio with lighting rig and green screen facility
- Digital camera and lighting kits
- Digital Sound recording kits
- Editing suite with Adobe Premier Pro CS6 software
- Lecture Theatre or Classroom with Multimedia Facilities including Blu-Ray and Surround Sound (5.1 or similar)
- Large screen for projection (e.g. Lecture Theatre)
- CD/DVD resources (shown in lectures and/or available on loan from University of Essex and Colchester Institute Libraries)
- Reference books and journals (available on loan from University of Essex and Colchester Institute Libraries)

Reference List

Highly Recommended

- Andersson, B., Geyen, J.L. (2012) *The DSLR Filmmaker's Handbook : Real-world Production Techniques*. Indianapolis, John Wiley
- Cook, P. (2007) *The Cinema Book 3rd Edition*, London, British Film Institute
- Holland, P. (1997) *The Television Handbook*, UK, Routledge
- Lyver, D. (2001) *Basics of the video production dairy*, Abingdon, Focal Press
- Musburger, R. B. (2010) *Single-camera video production (5th edition)*, Abingdon, Focal Press
- Rabiger, M. (2009) *Directing the Documentary - 5th edition*, Oxford, Focal Press

Recommended

- Bamford, N. (2012) *Directing Television: a professional survival guide*, London, Bloomsbury
- Gaskell, E. (2004) *Make Your Own Music Video*. Lewes, Ilex
- Gates, R. (1999) *Production management for film and video (3rd edition)*, Abingdon, Focal Press
- Murphy, R. (2009) *The British Cinema Book 3rd Edition*, London, Palgrave Macmillan
- Wiedemann, J. (2009) *Advertising Now: TV Commercials*. Cologne, Taschen

Background Reading

- Bushby, A. (1994) *A-Z of film, television and video terms*, Abingdon, Routledge
- Mackendrick, A. and Cronin, P. (2006) *On Film-making*. London, Faber and Faber
- Eisenstein, S. (1986) *The Film Sense*. London, Faber and Faber
- Swain, D.V & Swain, J. R. (1999) *Film Scriptwriting: A Practical Manual*. Focal Press.

Websites

<http://www.bfi.org.uk/>

<http://www.mediacollege.com/video/>

<http://sightandsounddigital.bfi.org.uk/> (subscription required)