

<b>Unit Title</b>	<b>Introduction to Digital Television</b>
<b>FHEQ Level</b>	Level 4 / Term 1
<b>Unit Code</b>	DTP18102
<b>Credit Value</b>	30
<b>Unit Type</b>	Subject

<b>Learning Hours</b>			
<b>Staff – Student Contact Hours</b>		<b>Independent Study Hours</b>	
Classes	70	Independent Study	60
Supervised access to resources	20	Preparation for Assessment	80
		Unsupervised Access to Resources	70
<b>Total</b>			<b>300</b>

### Unit Description

*Introduction to Digital Television* will give you the basic skills training that you need to begin making content. In a team, you will work together to originate, research and develop ideas leading to the creation of an audience-driven, magazine website. The website will feature journalistic content in the form of audio, video, text, images and potentially utilise social media.

We will teach you the key production skills to help you create this multi-platform content. Health and safety training will be followed by training on single camera, lighting and sound, introduction to the TV studio, editing and website construction. You will work on several quick turnaround non-assessed projects to help to build your experience and confidence.

As a team, you will research and produce a content plan, project plan and allocate roles and responsibilities. You will work independently in the tasks that you are individually responsible for carrying out, as well as supporting each other in the production process, right through to the completion of the project.

The Five Principles underpin the Mindsets and Skillsets Manifesto and are the foundation upon which all course curriculum frameworks and unit specifications are based. The relevant Principles as stated below have been mapped against the Learning Outcomes relevant to each course unit and at each level (see Programme Specifications for full description of the Five Principles):

1. Cultivate / Where the individual thrives.
2. Collaborate / Where disciplines evolve.
3. Integrate / Where education engages industry.
4. Advocate / Where purpose meets practice.
5. Originate / creativity meets technology.

## Unit Indicative Content

As an introduction to the subject, this is delivered through participatory lectures and seminars:

- What is Digital TV? (definitions, context, evolution, practices).
- Audience-centred approaches to televisual media. Contributory media.
- Paradigms: Pre-production, production and post-production.
- Looking critically at existing online television or televisual services.

The unit progresses in a period of hands-on training to develop skills:

- Health and Safety.
- Introduction to single camera, lighting and sound. Basic interviewing.
- Introduction to the TV studio and gallery, studio camera, lighting and sound.
- Basic software-based editing. Uploading video files. Compression, file naming, saving, taxonomy.

All the skills are brought together with craft based production approaches:

- Designing your service - what is it, who is it for, what will it do? Introduction to editorial.
- Writing and basic journalism for the web and for video production.
- Introduction to programme research.
- Production planning (basic project management).
- Shooting conventions, framing shots, camera directions, etc.
- Editing conventions, storyboarding.
- Creating your YouTube channel (or similar).

## Unit Aims to

Show and understand the production methodology in producing multi-platform content.

Learn how to operate a range of equipment and software at a competent level to facilitate content production goals.

Show a methodical process and approach to producing content as a team – from organising resources, scheduling activities and meeting deadlines.

Begin to understand and use the conventions for shooting, recording, editing and understand the involved construction of programmes and other content.

Develop methods of idea research and development as an individual and brainstorming as a group.

## Unit Learning Outcomes

**LO2 Concept/Ideation** - Generate ideas or strategic project themes drawing upon reference to a range of research materials.

**LO4 (Pre) Production** - Apply an appropriate selection of pre-production processes and production methods that inform your creative practice.

**LO5 Presentation / Storytelling for Influence** - Evidence effective communication of subject and story in audio-visual, oral or written form.

**LO6 - Critical and creative mindsets** - Demonstrate enquiry into what makes good practice - both creatively and academically

## Learning and Teaching Methods

This unit will be delivered using a combination of:

- Briefings
- Lectures
- Project work
- Seminars
- Workshops
- Group work
- Online activity
- Individual Presentations and critiques
- Group presentations and critiques
- Self-directed independent study
- Other (describe below)
- Peer learning, group discussion, guest speakers

## Assessment methods and tasks

*Brief description of assessment methods*

Assessment tasks	Weighting (%)
Group web magazine with text/image, video content and production folder. Individual report (1000 words)	100%

## Indicative Assessment Criteria

1. Demonstrate you can originate, research and develop content ideas individually and collaboratively as part of a group. (LO2)
2. Knowledge of production methodology for producing content for a range of platforms. (LO4)
3. Demonstrate that you can organise resources, schedule activities and meet deadlines. (LO4)
4. Operate a range of equipment and software with competence meeting the needs of the production. (LO4)
5. Evidence that you can use your editorial skills to tell a story in audio-visual, oral and or written form. (LO5)
6. Show you can critically assess your own performance on a project, exploit your strengths and improve on your weaknesses. (LO6)

## Essential Reading list

1. BBC Academy - College of Production. [Internet]. Available from: <http://www.bbc.co.uk/academy/collegeofproduction/> [Accessed 22/03/18].
2. BBC Academy - Mobile journalism tips: Get your mojo working. [Internet]. Available <http://www.bbc.co.uk/academy/en/articles/art20161012171047783>
3. Bignell, A. (2013) *An Introduction to Television Studies*. 3rd ed. London and New York: Routledge.
4. Current TV (2011) *Production Resources*. [Internet]. Available from: <http://current.com/participate/resources.htm> [Accessed 22/03/18]
5. Holman, T. (2010) *Sound for Film and Television*. Kidlington, Oxford: Focal Press.
6. Lister, Martin; Dovey, John; Giddings, Seth; Grant, Iain; Kelly, Kieran (2008), *New Media: A Critical Introduction (Second Edition)*, London and New York: Routledge.
7. Orlebar, J. (2011) *The Television Handbook: media practice*. 4th ed. London and New York: Routledge.
8. Owens, Jim (2016) *Television Production*. Focal Press; 16 edition
9. Singleton-Turner (2011) *Cue & Cut: A Practical Approach to Working in Multi-Camera Studios*. Manchester University Press.
10. Turner, G. & Tay, J. (2009) *Television Studies After TV: understanding television in the post-broadcast era*. London and New York: Routledge.