Unit Title	Production
FHEQ Level	UG1 – FHEQ Level 4
Unit Code	MGR18105
Credit Value	30 credits
Unit Type	Subject

Learning Hours

Staff – Student Contact Hours		Independent Study Hours	
Classes	45	Independent Study	85
Supervised access to resources	45	Preparation for Assessment	70
		Unsupervised Access to Resources	55
Total	**90**		300

Unit Description

The Motion Graphics course is underpinned by the creative use of a wide range of software and technology. In this unit you will be introduced to the skills involved in capturing and working with live action, including filming, lighting, sound recording, editing and post-production. You will also be given an insight into the organisation and planning of complex projects. In addition you will be introduced to 3D design and SFX.

For the "final project" you will bring all the skills learned in the first year together in a project that integrates visual communication, typography, animation and live action in a single project that you will be involved in defining.

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

An introduction to the history and theory of film and documentary making
Writing a proposal, treatment, and script
Creating shot lists, storyboards and production schedules
Basic and advanced camera skills
Lighting
Green screen filming
Location sound recording
Basic and advanced editing

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Compositing, colour grading and post production
Creative use of sound design and music
Integrating typography, animation and live action
Basic 3D software skills

Unit Aims

To give students an understanding of the organisation and practice of filming live action

To introduce students to a range of core skills needed for capturing live action and sound

To develop an understanding of the process and techniques of editing

To develop an understanding of and ability to employ a range of post-production techniques

To gain knowledge of the history, techniques and conventions of film and documentary narrative

To gain basic skills in 3D software

To integrate typography and animation with live action

Unit Learning Outcomes

Level Four

LO 1 Research/Inspiration

Demonstrate your capacity for information gathering techniques using a wide range of sources, providing visual, contextual and industry case-study research as appropriate.

Related Principle: ORIGINATE

LO 3 Development/Prototyping

Demonstrate a range of tests and solutions, informed by knowledge of the principles of the creative process.

Related Principle: INTEGRATE

LO 5 Presentation /Storytelling For Influence

Evidence effective communication of projects, whether in visual, oral or written form.

Related Principle: ADVOCATE

LO 7 Employability

Evidence nurturing professional transferable and employability skills, including the ability to manage time and work to clear briefs and deadlines, respond to set goals, and communicate effectively.

Related Principle: CULTIVATE

Learning and Teaching Methods

Briefings

Lectures

Workshops

Group projects

Seminars

Individual presentations and critiques

Self directed independent study

Personal blogs

Assessment methods and tasks

The production skills part of the unit will consist of a number of skills based short workshop projects that will be assessed holistically. At least one of these projects will be require students to work collaboratively.

The "final project" will bring together a range of skills on a project which the student will be involved in defining.

The formative assessment will be a timed submission and should demonstrate the ability to plan and organise a complex project.

The summative assessment will be assessed for both creativity and execution.

You will also be required to submit a project log containing research, development and personal reflection

Assessment tasks	Weighting (%) *(one grade or multi-grade unit)*
Final project outcomes, project log and workshop outcomes	100%

Indicative Assessment Criteria

Assessment criteria are the basis on which the judgment of the adequacy of the work is made. A more detailed assessment criteria will be specified in the brief.

Has the student demonstrated an understanding of and ability to capture, edit and organise live action material, and record and balance sound, to a satisfactory standard? LO3

Has the student demonstrated an understanding of and ability in a range of post-production skills LO3

Has the student demonstrated basic 3D software skills? LO3

Has the student demonstrated knowledge and understanding of the conventions of live action narrative. LO5

Has the student demonstrated the ability to plan and schedule a live action project and use this ability to evidence a full range of technical, practical, design and software skills through a single creative motion graphic piece? L03, LO7

Has the student shown evidence of research, development of ideas and reflected on their learning on the unit? LO1

Learning outcomes: LO1, LO3, LO5, LO7

Essential Reading list

1. Bowen, C J & Thompson R (4th Edition 2017). Grammar of the Shot.Focal Press
2. Bowen, C J & Thompson R (4th edition 2017). Grammar of the Edit. Focal Press
3. Hughes, M K (2012). Digital Filmmaking for Beginners A Practical Guide to Video Production. New York: Tab Electronics
4. Joliffe, G & Zinnes, A (2012). The Documentary Film Maker's Handbook: The Ultimate Guide to Documentary Filmmaking. 2nd ed. London: Continuum.
5. Quinn, J (2012). This Much is True: 14 Directors on Documentary Filmmaking (Professional Media Practice). London: A & C Black Publishers Ltd