



UNIVERSITI TEKNOLOGI MARA

CPM482: VIDEO PRODUCTION

Course Name (English)	VIDEO PRODUCTION APPROVED
Course Code	CPM482
MQF Credit	3
Course Description	This course is designed to introduce the students to the concepts and methods of video shooting and video editing using the fundamental approach of video production for video basic story telling in a screen base way. Emphasizing is given in the area of camera works and aesthetic approach of video production.
Transferable Skills	Students will recognize and understand basic camera operation. Students will acquire the skills of camera works and technical aspect of producing video. Students will be able to produce scripted video productions applying basic video making concepts of composition and the order of shots to plan and edit the videos properly assembling them into a cohesive video production.
Teaching Methodologies	Lectures, Demonstrations, Tutorial, Discussion, Presentation, Collaborative Learning
CLO	CLO1 Explain the importance of video production towards the current trends and practices CLO2 Display the proper skills and techniques in video production CLO3 Study certain issues and explore new information on video production
Pre-Requisite Courses	No course recommendations
Topics	
1. 1. Introduction to Video Production 1.1) 1.1 Understanding Video and Production Process 1.2) 1.2 History of Videography	
2. 2. Production Stages 2.1) 2.1. Pre Production 2.2) 2.2. Production 2.3) 2.3. Post Production	
3. 3. Camera Technique 3.1) 3.1. Shot Description 3.2) 3.2. Camera Movement	
4. 4. Camera Technique 4.1) 4.1. Composition and Angle 4.2) 4.2. Characteristics of Lens	
5. 5. Writing the Screenplay 5.1) 5.1. Storyline, Plot and Structure 5.2) 5.2. The Script Format 5.3) 5.3. Storyboarding	
6. 6. Editing Technique 6.1) 6.1. Basic Editing 6.2) 6.2. Cuts and Transitions	
7. 7. Editing Technique 7.1) 7.1. Continuity 7.2) 7.2. Titling Concept	
8. 8. Sound Technique 8.1) 8.1. Types of Microphone (Polar Pattern) 8.2) 8.2. Mixing and Sound dubbing 8.3) 8.3. Studio Recording and Field Recording	

9. 9. Camera and Lighting 9.1) 9.1. White Balance 9.2) 9.2. Colour Temperature 9.3) 9.3. Colour and Lighting in Storytelling 9.4) 9.4. Colour Grading and Colour Correction
10. 10. Basic Video Lighting 10.1) 10.1 Three Point Lighting 10.2) 10.2 Creative Lighting 10.3) 10.3 Lighting Instrument
11. 11. Types of Video Production 11.1) 11.1. Music Video 11.2) 11.2. Commercial Video 11.3) 11.3. Video Documentary 11.4) 11.4. Experimental & Video Art
12. 12. Executing a Video Project 12.1) 12.1. Ideation and Concept 12.2) 12.2. Writing Proposal 12.3) 12.3. Story Boarding 12.4) 12.4. Budget Breakdown
13. 13. Video Project Development 13.1) 13.1. Video Progress
14. 14. Video Screening & Critique Session 14.1) 14.1. Presentation

Assessment Breakdown	%
Continuous Assessment	100.00%

Details of Continuous Assessment	Assessment Type	Assessment Description	% of Total Mark	CLO
	Assignment	An assignment to show video production skills, related to MQF LOD2	40%	CLO2
	Presentation	Presentation on the ideas and self – exploration finding in video production related to information management and lifelong learning in MQF 7 LOD	20%	CLO3
	Written Report	Two written reports on proposal & script writing (20%) and storyboard (20%) which related to theories and practices in video production require student to gain knowledge to emphasize the attribute of 'knowledge' in MQF 1 LOD.	40%	CLO1

Reading List	Recommended Text	<ul style="list-style-type: none"> • Antonio Manriquez, Thomas McCluskey 2014, <i>Video Production 101</i>, Pearson Education [ISBN: 9780321990198] • John Avarese 2017, <i>Post Sound Design</i>, Bloomsbury Publishing USA [ISBN: 9781501327476] • Ken Dancyger 2017, <i>The Technique of Film and Video Editing</i>, Fifth Ed., Focal Press [ISBN: 9780240813974] • Ron Compesi, Jaime S. Gomez 2017, <i>Introduction to Video Production</i>, Focal Press [ISBN: 9781138705746] • Herbert Zettl 2016, <i>Video Basics</i>, Cengage Learning [ISBN: 9781305950863]
Article/Paper List	This Course does not have any article/paper resources	
Other References	This Course does not have any other resources	