



UNIVERSITI TEKNOLOGI MARA

CTS213: CREATIVE VIDEO PRODUCTION II

Course Name (English)	CREATIVE VIDEO PRODUCTION II APPROVED
Course Code	CTS213
MQF Credit	3
Course Description	The course expose students to the television commercial and public service announcement production,from idea development in terms of the advertised product/service/brand to production techniques.The course incorporate diverse directing styles of commercial and public service announcement.At the end of the course students are required to come up with a commercial or public service announcement production.
Transferable Skills	Demonsrate the ability to dream, imagine and visualize.
Teaching Methodologies	Lectures, Blended Learning, Practical Classes, Tutorial
CLO	CLO1 Understand the techniques of commercial or public service announcement. CLO2 Learn the different concept of commercial or public service announcement. CLO3 Understand and able to produce a commercial or public service announcement.
Pre-Requisite Courses	No course recommendations
Topics	1. TV Commercial(TVC) and Public Service Announcement(PSA) 1.1) Definition of TV Commercial(TVC) and Public Service Announcement(PSA) 1.2) Differences between TVC and PSA 2. Product Concept and Service 2.1) Style and form 2.2) Objectives 2.3) Target Audience 3. Idea, Creativity and Genre 3.1) Individual Pitching 4. Advertising Agency and Other Agency 4.1) Function of Advertising Agency and Other Agency 5. Production House /TVC and PSA screening 5.1) Functions of Production House 5.2) TVC and PSA screening 6. Production Hierarchy 6.1) Job Functions 7. Preparation for a shoot TVC and PSA 7.1) Pree-Production Phase 7.2) Script 7.3) Storyboard 7.4) Casting 7.5) Recce 7.6) Letters 8. PSA shoot 8.1) Production 9. Commercial shoot 9.1) Production

10. Post Production for TVC or PSA 10.1) Off Line and On Line Editing
11. Group presentation of completed TVC 11.1) Rough Cut
12. Documentation of a TVC and Screening 12.1) Video Assessment 12.2) Report Submission
13. Documentation of a PSA and Screening 13.1) Video Assessment 13.2) Report Submission Individual.
14. Revision 14.1) Critics and Discussion

Assessment Breakdown	%
Continuous Assessment	60.00%
Final Assessment	40.00%

Details of Continuous Assessment	Assessment Type	Assessment Description	% of Total Mark	CLO
	Presentation	Individual Pitching for PSA	10%	CLO2
	Presentation	Individual Pitching for Commercial	10%	CLO2
	Written Report	Individual Report for PSA	20%	CLO1 , CLO2 , CLO3
	Written Report	Group Report	20%	CLO1 , CLO2 , CLO3

Reading List	Recommended Text	<ul style="list-style-type: none"> • Michael Hughes 2012, <i>Digital Filmmaking for Beginners A Practical Guide to Video Production</i>, McGraw Hill Professional [ISBN: 978007179136] • Tom Von Logue Newth 2013, <i>The Ad-Makers</i>, Focal Press [ISBN: 9780415812306] • Steve Stockman 2011, <i>How to Shoot Video That Doesn't Suck</i>, Workman Publishing [ISBN: 9780761163237] • Antonio Manriquez 2014, <i>Video Production 101: Delivering the Message</i>, Peachpit Press [ISBN: 9780321990198] • Entrepreneur Publishing 2015, <i>Video Marketing</i>, CreateSpace [ISBN: 9781511725675]
Article/Paper List	This Course does not have any article/paper resources	
Other References	This Course does not have any other resources	