



UNIVERSITI TEKNOLOGI MARA

FFF124: CREATIVE VIDEO PRODUCTION

Course Name (English)	CREATIVE VIDEO PRODUCTION APPROVED
Course Code	FFF124
MQF Credit	2
Course Description	This course exposes students to the music videos (MTV) production, from creative and innovative ideas, strongly added with new concepts. The first part of this course deals with HD digital workflow of production. The second part of the course will expose and train students with the process and progress of the production team. This will lead students to learn new technologies in film-making and explore creative shots in producing music videos. Thus will create creative music video
Transferable Skills	Demonstrate the ability to visualize idea and concept.
Teaching Methodologies	Lectures, Demonstrations, Practical Classes, Tutorial, Discussion, Presentation
CLO	CLO1 Learn the different ideas and concepts of music videos production. CLO2 Able to produce a music video. CLO3 Adopt basic creative videos management workflow and experience the process of videos production.
Pre-Requisite Courses	No course recommendations
Topics	
1. Course Briefing 1.1) Explaining the course outline 1.2) Explaining the course evaluation 1.3) Ice-Breaking	
2. Music Videos - Introduction to Creative Videos Production 2.1) Screening of locals and foreign Music Videos 2.2) Providing an overview of basic creative videos production	
3. Generating Idea 3.1) Pitching Session 3.2) Conceptualizing Ideas	
4. Pre-Production 4.1) Recce Location 4.2) Talent Scouting 4.3) Creative Brainstorming 4.4) Budgetting	
5. Visualize 5.1) Visual concept and style 5.2) Storyboard	
6. Camera Handling and Lighting 6.1) Cameras and equipment 6.2) Basic 3 Point Lighting	
7. Production Design 7.1) Art Direction	
8. Production Management 8.1) Production preparation 8.2) Timeline	
9. Music Videos Production - Shooting 9.1) Production Field Work	

10. Post-Production 10.1) Editing 10.2) Progress
11. Rough Cut Editing 11.1) Pre-view
12. Music Video Showcase 12.1) Screening
13. Music Videos Showcase 13.1) Screening

Assessment Breakdown		%	
Continuous Assessment		100.00%	

Details of Continuous Assessment	Assessment Type	Assessment Description	% of Total Mark	CLO
	Assignment	Individual Assignment	30%	CLO1
	Group Project	Group Project and Presentation	40%	CLO3
	Individual Project	Individual MTV Project	30%	CLO2

Reading List	Recommended Text	<ul style="list-style-type: none"> • Robert Safir 2010, <i>Make Your Music Video and Put it Online</i>, Muska/Lipman [ISBN: 9781598639971] • Carol Vernallis 2013, <i>Unruly Media</i>, Oxford University Press [ISBN: 9780199766994] • Greg Prato 2010, <i>MTV Ruled The World</i>, Lulu.com [ISBN: 9780578071978] • Michael Hughes 2012, <i>Digital Filmmaking for Beginners A Practical Guide to Video Production</i>, McGraw Hill Professional [ISBN: 9780071791366]
	Reference Book Resources	<ul style="list-style-type: none"> • Craig Marks, Rob Tannenbaum 2011, <i>I Want My MTV</i>, Dutton Adult [ISBN: 9780525952305]
Article/Paper List	This Course does not have any article/paper resources	
Other References	This Course does not have any other resources	