



## UNIVERSITI TEKNOLOGI MARA

### CTA653: MUSIC VIDEO PRODUCTION

<b>Course Name (English)</b>	MUSIC VIDEO PRODUCTION <b>APPROVED</b>
<b>Course Code</b>	CTA653
<b>MQF Credit</b>	3
<b>Course Description</b>	In this course, students will be exposed to the making of music video through the understanding of production processes from pre-production, production and post-production. It emphasises the animation, CGI works and motion graphics merged together with live-action video and synchronizing of various forms of audio including music and sound effects. This course is a group project-based which works in collaboration with other courses in semester six upon completing a final project.
<b>Transferable Skills</b>	Demonstrate the ability to dream, imagine and visualize.  Demonstrate ability to apply creative, imaginative and innovative thinking and ideas to problem solving.
<b>Teaching Methodologies</b>	Lectures, Studio, Presentation, Workshop
<b>CLO</b>	CLO1 Produce and direct quality music video with a realistic understanding of resources and goals. CLO2 Adapt to the planning and execution through pre-production, production and post-production processes in video production. CLO3 Identify the collaboration work between other components especially animation and digital compositing.
<b>Pre-Requisite Courses</b>	No course recommendations
<b>Topics</b>	<b>1. Course Briefing &amp; Introduction</b> 1.1) Introduction to Experimental Animation <b>2. Pre-Production: Music Video Genres</b> 2.1) Introduction to basic Music Video Genres. Screening of series of different MV. <b>3. Story, Script and Location Research</b> 3.1) Writing simple script from animation and develop idea and concept to storyboard. <b>4. Storyboarding and animatic</b> 4.1) Drawing techniques, camera angles, character designing and character movement. <b>5. Production: Music Video Techniques</b> 5.1) Introduction of step-by-step methodology of MV production. <b>6. Working with Artists</b> 6.1) Analyzing the possible issues in dealing with the singer and artists involved. <b>7. Rhythm, Mood and Pacing</b> 7.1) Lip sync and audio playback <b>8. Art Direction and Lighting</b> 8.1) Lighting and Mise-En-Scene set-up and design for preparation before shooting takes place. <b>9. Camera Techniques</b> 9.1) Style, techniques and aesthetic according to the theme of the Music. <b>10. Green/Blue Screen Effects</b> 10.1) Green/Blue screen set- up for experimentation on compositing between artists and background.

<b>11. Post-Production: Digital Visual Effects</b> 11.1) Presentation of few different unique ways being applied in production of MV
<b>12. Motion Graphics</b> 12.1) Experimentation on different animation style to produce MV such as Stop Motion, Paper Cutting Animation, Clay animation and etc.
<b>13. Editing visual in sync with vocals and music</b> 13.1) Analysis of issues and problem to the final touch of error in voice, sound recording and music composition.
<b>14. ANIMATION SHOWCASE</b> 14.1) Final Project Presentation

Assessment Breakdown	%
Continuous Assessment	60.00%
Final Assessment	40.00%

Details of Continuous Assessment	Assessment Type	Assessment Description	% of Total Mark	CLO
	Assignment	Idea & Concept	20%	CLO1 , CLO2
	Assignment	Script & Storyboard	20%	
	Assignment	Animatic	20%	CLO1 , CLO2 , CLO3

Reading List	Recommended Text	<ul style="list-style-type: none"> <li>• Steven Saltzman 2015, <i>Music Editing for Film and Television: The Art and the Process</i>, 1st Ed., Focal Press [ISBN: 978-041581757]</li> </ul>
	Reference Book Resources	<ul style="list-style-type: none"> <li>• Hilary Wyatt, Tim Amyes 2004, <i>Audio Post Production for Television and Film: An introduction to technology and techniques</i>, 3rd Ed., Focal Press UK [ISBN: 978-024051947]</li> <li>• Catherine Winder, Zahra Dowlatabadi / Tracey Miller-Zarneke 2011, <i>Producing Animation</i>, 2nd Ed., Focal Press UK [ISBN: 978-024081535]</li> </ul>

<b>Article/Paper List</b>	This Course does not have any article/paper resources
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<b>Other References</b>	This Course does not have any other resources
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