



## UNIVERSITI TEKNOLOGI MARA

### CTS152: CREATIVE VIDEO PRODUCTION I

<b>Course Name (English)</b>	CREATIVE VIDEO PRODUCTION I <b>APPROVED</b>
<b>Course Code</b>	CTS152
<b>MQF Credit</b>	3
<b>Course Description</b>	The 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 a 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 videos.
<b>Transferable Skills</b>	Demonstrate analytical skills using technology.
<b>Teaching Methodologies</b>	Lectures, Blended Learning, Discussion, Presentation
<b>CLO</b>	CLO1 Learn the different ideas and concepts of music videos production. CLO2 Understand and able to produce a music videos(MTV). CLO3 Understand the basic management workflow and experience production management of music videos making.
<b>Pre-Requisite Courses</b>	No course recommendations
<b>Topics</b>	
<b>1. Course Briefing</b> 1.1) Explaining the course outline 1.2) Explaining the course evaluation 1.3) Ice-breaking	
<b>2. Music Videos Introduction to Basic Production</b> 2.1) Screening of Locals and foreign Music Videos 2.2) Providing an overview of basic production process. 2.3) Emphasizing on High Definition Work Flow.	
<b>3. Generating Ideas</b> 3.1) Identifying various type of music videos 3.2) Conceptualizing Ideas 3.3) Pitching	
<b>4. Pre Production</b> 4.1) Roles & Responsibility 4.2) The Director's Team 4.3) Creative Brainstorming	
<b>5. Visualize</b> 5.1) Storyboarding	
<b>6. Camera Handling and cinematography</b> 6.1) Cameras and Grip 6.2) Basic 3 point lights	
<b>7. Production Design</b> 7.1) Art Direction	
<b>8. Production Management</b> 8.1) Group production preparation 8.2) Timeline	
<b>9. Music videos shoot</b> 9.1) Production Field Work	

<b>10. Post Production</b> 10.1) Editing Process and Progress
<b>11. Post Production</b> 11.1) Editing Process and Progress
<b>12. Rough Cut Editing</b> 12.1) Rough cut preview
<b>13. Music Video Showcase</b> 13.1) Group Presentation 13.2) Compiling and showcase digital portfolio
<b>14. Music Video Showcase</b> 14.1) Individual Presentation 14.2) Compiling and showcase digital portfolio

Assessment Breakdown	%
Continuous Assessment	60.00%
Final Assessment	40.00%

Details of Continuous Assessment	Assessment Type	Assessment Description	% of Total Mark	CLO
	Assignment	n/a	30%	CLO1 , CLO2
	Presentation	n/a	30%	CLO2 , CLO3

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