Course Name (English)	MOVING IMAGES `APPROVED`
Course Code	EAD475

MQF Credit	2

Course Description	This course is to introduce student to the concepts of Moving images technology which is include the film, audio and video digital. It is also prepare the student in mastering the software and use the tools efficiently for creative result. This will facilitate student talent to extend their imagination and develop their own ideas. Industry-standard editing software and such similar software will be used to import and edit footage, create transitions, and import sound. Storytelling, screenwriting, storyboard development, and video production techniques and logistics will also be emphasised in preparation for assigned projects.

Transferable Skills	Plan, develop, and produce a variety of filmmaking styles by combining moving images, audio, photographs, and motion graphics. (C3) Write and produce an original short screenplay based on their own fictional characters (P4) Practice a good working competency to sustain their development in creative moving images technique, as well as to present them with the essential skills and creativity. (A2)

Teaching Methodologies	Lectures, Tutorial, Presentation, Workshop, Computer Aided Learning, Role Play

CLO		
	CLO1	Plan, develop, and produce a variety of film making styles by combining moving images, audio, photographs, and motion graphics.
	CLO2	Write and produce an original short screenplay based on their own fictional characters
	CLO3	Practice a good working competency to sustain their development in creating moving images technique, as well as to present them with the essential skills and creativity.

Pre-Requisite Courses	No course recommendations

Topics

1. 1. Advantages and challenges of Digital Technology of Motion picture
1.1) Film language Philospohy
1.2) Motion pictures as an art form
1.3) Past, present, and future of motion pictures

2. 2. The new post production workflow
2.1) The traditional post production workflow
2.2) The impacts of technology on filmmaking
2.3) The New Digital Workflow

3. 3. Colour in Digital Cinema
3.1) Reproduction film
3.2) Digital Cinema
3.3) Choice of color coding
3.4) The digital intermediate

4. 4. The mastering Process
4.1) The Process
4.2) Capture: Content Ingest
4.3) Creative Image Manipulation
4.4) Audio preparation

5. 5. Compression of the digital Moving Images
5.1) What is compression
5.2) Compression system and standard
5.3) Intellectual property and licensing

6. 6. Storytelling
6.1) Character development, plot, and setting
6.2) Motion picture terminology
6.3) Screenwriting
6.4) Storyboarding

7. 7. Production
7.1) Responsibilities on a film set
7.2) Scheduling and logistics
7.3) Camera positions, shots, and movement
7.4) Lighting techniques and aesthetics

8. 8. Assesment week 1
8.1) Presentation on idea and proposal

9. 9. Editing
9.1) Principles of editing
9.2) The imaginary line
9.3) Continuity
9.4) Do and don't in editing

10. 10. Capturing video and sound
10.1) Using right editing software
10.2) File format
10.3) Sound software
10.4) 4. Capturing process

11. 11. Projection
11.1) Projection system performance
11.2) Aspect ratio sizing and lensing
11.3) Image Quality

12. 12. Characteristics of the Audiences and ambiences (theatre system)
12.1) The typical character of antagonist and protogonist

13. 13. Assesment week (Include previous assignment)
13.1) Presentation on project

14. 14. Final Discussion
14.1) Correction and fine tuning on project

Assessment Breakdown	%
Continuous Assessment	100.00%

Details of Continuous Assessment	Assessment Type	Assessment Description	% of Total Mark	CLO
	Assignment	Completion video presentation	40%	CLO2
	Group Project	In this final project , students are required to execute and transform the written proposal into shooting task. The video footage than has gone through editing process and complete video programme must be submitted within two weeks after completion.	40%	CLO3
	Presentation	Student require to present their idea according to video proposal submit to lecturer. Each student in the group is require to explain their task in the production. Approval is accepted after panel of lecturers satisfy with the proposal deliver.	20%	CLO1

Reading List	Reference Book Resources	**Charles Poynton 2007, *Digital Video and HD, 2nd Edition; Algorithms and interfaces*, second edition Ed., All chapter, Morgan Kaufman Publishers, San Francisco** **Nicholas George 2010, *Film Crew: Fundamentals of Professional Film and Video Production*, First edition Ed., All chapter, Platinum Eagle Publishing W. Flamingo Road #110-133, Las Vegas** **Jay Rose 2009, *Audio Postproduction for film and video: After-the-shoot solutions, Professional techniques and cookbook recipes to make Your Project Sound Better,*, second edition Ed., Focal Press UK** **Oge Marques 2011, *Practical Image and video Processing Using MATLAB*, First Edition Ed., A John Wiley and Son Inc.Publication New Jersey** **Sheila Curran Bernard 2011, *Documentary Storytelling Creative Non Fiction on Screen*, Third Edition Ed., Focal Press London**
Article/Paper List	This Course does not have any article/paper resources	
Other References	This Course does not have any other resources	