



## UNIVERSITI TEKNOLOGI MARA

### FFC542: SHORT VIDEO PRODUCTION

<b>Course Name (English)</b>	SHORT VIDEO PRODUCTION <b>APPROVED</b>
<b>Course Code</b>	FFC542
<b>MQF Credit</b>	3
<b>Course Description</b>	The intention of this course is to cover the fundamental theory and practice of cinematography and lighting for film with a smaller attention to the principles of video. Cinematography and photography are based on many of the same principles with some specific differences. At the end of the course students will be required to present a short film project. Students will be required to complete short written assignments and short movie projects that reflect the lessons. Through this course students will master 16mm camera basics and be able to shoot in natural light, tungsten light, mixed light and be able to see the difference. Furthermore students will use the tools of cinematography to create a multitude of speed effects, shutter effects and know how to interpret these effects in film and video.
<b>Transferable Skills</b>	Put into practice the art of filmmaking.
<b>Teaching Methodologies</b>	Lectures, Practical Classes, Web Based Learning, Project-based Learning
<b>CLO</b>	CLO1 1. Adapt meaning of moving images in motion picture onto their film project. CLO2 Manipulate with guidance the cinematography theory using camera and lighting in movie making. CLO3 Generate their creative and aesthetic sense of visualization in movie making.
<b>Pre-Requisite Courses</b>	No course recommendations
<b>Topics</b>	
<b>1. Introduction (disciplines in cinematography)</b> 1.1) Course overview	
<b>2. disciplines in the production</b> 2.1) N/A	
<b>3. Introduction to PSA and TV commercials</b> 3.1) N/A	
<b>4. Image information and meaning</b> 4.1) N/A	
<b>5. Compositional aspects</b> 5.1) N/A	
<b>6. Visual experience</b> 6.1) N/A	
<b>7. Motion camera (theory, handling proficiency)</b> 7.1) N/A	
<b>8. Continuity</b> 8.1) N/A	
<b>9. Sound and music in television</b> 9.1) N/A	
<b>10. Lighting for motion images</b> 10.1) N/A	
<b>11. Distortion of light waves</b> 11.1) N/A	

<b>12. Color theory</b> 12.1) N/A
<b>13. Film production</b> 13.1) N/A
<b>14. Post Production</b> 14.1) N/A

<b>Assessment Breakdown</b>	<b>%</b>
Continuous Assessment	100.00%

<b>Details of Continuous Assessment</b>	<b>Assessment Type</b>	<b>Assessment Description</b>	<b>% of Total Mark</b>	<b>CLO</b>
	Assignment	students are required to write a full report of the 3 stages of the production that they had accomplish throughout the project.	30%	CLO2
	Presentation	students are required to present their pre production preparation.	30%	CLO1
	Visual Assessment	students are required to complete a minimum of 2 minutes and a maximum of 5 minutes short video.	40%	CLO3

<b>Reading List</b>	<b>Recommended Text</b>	<ul style="list-style-type: none"> <li>• Goi, M. 2014, <i>American cinematographer manual</i>, ASC Press</li> <li>• Wheeler, Paul 2005, <i>Practical Cinematography</i>, Focal Press U.S.A</li> </ul>
	<b>Reference Book Resources</b>	<ul style="list-style-type: none"> <li>• Malkiewicz, Kris; Mullen, M. David. 2005, <i>Cinematography: Third Edition</i>, 3 Ed., Fireside Books U.S.A</li> <li>• Stephen H. Burum, ASC 2004, <i>American Cinematographer Manual</i>, The ASC Press. California</li> <li>• Joseph V. Mascelli 1998, <i>The Five C's of Cinematography</i>, Silman-James Press. New York</li> <li>• Brian Arnold &amp; Brendan Eddy 2007, <i>Exploring Visual Storytelling</i>, Thomson Delmar Learning. New York</li> <li>• Bordwell D. &amp; Thompson K. 2002, <i>Film Art. An Introduction</i>, 7 Ed., McGraw-Hill New York</li> </ul>

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