

## UNIVERSITI TEKNOLOGI MARA

## FFF124: CREATIVE VIDEO PRODUCTION

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 Methodologies     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.     CLO   CLO1 Learn the different ideas and concepts of music videos production. CLO2 Able to produce a music video.     CLO   CLO1 Learn the different ideas and concepts of music videos production. CLO2 Able to produce a music video.     Topics   No course recommendations     1. Scourse Briefing   1.     1.1 Scoreaking the course outline   1.     2.2 Music Videos - Introduction to Creative Videos Production   2.     2.1 Screlaining the course evaluation   3.	Course Name (English)	CREATIVE VIDEO PRODUCTION APPROVED				
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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						

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<b>10. Post-Production</b> 10.1) Editing 10.2) Progress	
<b>11. Rough Cut Editing</b> 11.1) Pre-view	
<b>12. Music Video Showcase</b> 12.1) Screening	
<b>13. Music Videos Showcase</b> 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 Robert Safir 2010, Make Your Music Video and Put it Online, Muska/Lipman [ISBN: 9781598639971]   Carol Vernallis 2013, Unruly Media, Oxford University Press [ISBN: 9780199766994]   Greg Prato 2010, MTV Ruled The World, Lulu.com [ISBN: 9780578071978]   Michael Hughes 2012, Digital Filmmaking for Beginners A Practical Guide to Video Production, McGraw Hill Professional [ISBN: 9780071791366]   Reference Book Resources Craig Marks,Rob Tannenbaum 2011, I Want My MTV, Dutton Adult [ISBN: 9780525952305]   t This Course does not have any article/paper resources				
Article/Paper List	This Course does not have any article/paper resources				
Other References	This Course does not have any other resources				