



**UNIVERSITI TEKNOLOGI MARA**

**BRO604: BROADCAST CREATIVE PROJECT**

<b>Course Name (English)</b>	BROADCAST CREATIVE PROJECT <b>APPROVED</b>
<b>Course Code</b>	BRO604
<b>MQF Credit</b>	20
<b>Course Description</b>	Broadcast creative project provide opportunity for students to demonstrate their theory-based skills, ability and professionalism in the production of various live or recording package at the broadcasting industry. Throughout the work-based attachment at the broadcasting industry, students will venture through the cycle of production pipeline from idea generation in pre-production, production, up to post-production. Students will be involved and assessed through real-time professional task-oriented and on-the-job training with the aim to advance their broadcasting role and capabilities in producing a variety of broadcasting programs. The responsibilities during pre-production involves the fundamentals of creative idea-generating process, brainstorming, site-surveying, research, writing, scheduling and client management in preparation for production. At the production stage, tasks involve applying directing skills, state-of-the-art of presenting (stand upper), interviewing skills and broadcast materials gathering during audio and visual recording, Additionally, the technical aspects in production involves ideas of video camera works, audio and visual composition, as well as aesthetic values. The involvement during post-production will test student's application skills in working with the editing team using the latest editing techniques and technology in broadcast production.
<b>Transferable Skills</b>	<ul style="list-style-type: none"> <li>• Broadcast Management</li> <li>• Broadcast Journalist</li> <li>• Audio Program Producer/Host</li> <li>• Instructional Media Creator and Producer</li> <li>• News Producer</li> <li>• Reporter</li> <li>• Networks Producer</li> <li>• Managing director</li> <li>• Programming Department</li> <li>• Special Projects/Associate Producer</li> <li>• Internship Program Coordinator</li> <li>• Production Assistant</li> <li>• Assignment Editor</li> <li>• Reporter/Anchor</li> </ul>
<b>Teaching Methodologies</b>	Industrial Training, Presentation, Supervision
<b>CLO</b>	<p>CLO1 Prepare scripts to transform creative ideas, content production and technical aspect required by broadcast media</p> <p>CLO2 Demonstrate integrated positive values, attitude, ethic and professionalism in content presentation and performance by using appropriate video or audio techniques required by broadcast media</p> <p>CLO3 Display ability to produce video or audio production that optimizes the 3 steps of production to transform creative ideas into effective management, content production and technical aspects required by broadcast media</p> <p>CLO4 Practice effective and collaborative team interaction by synthesizing knowledge, responsibilities and information to solve issues and challengers faced by broadcast media</p> <p>CLO5 Demonstrate effective communication skill in broadcast creative project through verbal and in written form required by broadcast media</p>
<b>Pre-Requisite Courses</b>	No course recommendations

Topics
<b>1. Broadcast Pre- production</b> 1.1) a. creative idea-generation 1.2) b. broadcast planning process 1.3) c. brainstorming
<b>2. Broadcast Planning and research</b> 2.1) a. Planning for themes
<b>3. Broadcast script-writing</b> 3.1) a. Creative writing 3.2) b. Script formatting 3.3) c. Storing-boarding 3.4) d. Running order
<b>4. Client management</b> 4.1) a. Scheduling 4.2) b. Contact
<b>5. Production stage preparation</b> 5.1) a. Camera / audio works 5.2) b. Creative shots and framing 5.3) c. Background and setting 5.4) d. Audio preparation
<b>6. Post-production</b> 6.1) a. Editing process 6.2) b. Managing skills in editing 6.3) c. Getting message across
<b>7. Wrapping up stories,</b> 7.1) a. Determining feature and angles 7.2) b. Post mortem
<b>8. Management of TX</b> 8.1) a. Broadcast Telecast
<b>9. Copyright</b> 9.1) a. The Interviewer Managing copyright of materials
<b>10. Directing the Interview</b> 10.1) a. Shot Selection in Interviews 10.2) b. The Interview Spectrum
<b>11. Directing Hot Topic / Demonstration</b> 11.1) a. Creating Audience Interest 11.2) b. Elements of Hot Topic / Demonstration 11.3) c. Two Hot Topics / Demonstration Programs
<b>12. Directing Magazine / Entertainment / Sports / Documentary</b> 12.1) a. The segments in Magazine / Entertainment / Sports / Documentary 12.2) b. The Director at Work
<b>13. Directing Commercial / Sponsored Program</b> 13.1) a. What do Commercial Sell? 13.2) b. The Production Patter 13.3) c. Production Techniques
<b>14. Directing Music</b> 14.1) a. Preparation 14.2) b. Camera and Editing 14.3) c. Dramatizing the Music 14.4) d. Studio versus Location

Assessment Breakdown	%
Continuous Assessment	100.00%

Details of Continuous Assessment	Assessment Type	Assessment Description	% of Total Mark	CLO
	Practical	Team Work & Communication. Combine the assessments from Student's Production Rubric & Student's Performance Appraisal Rubrics from the organization	20%	CLO4
	Practical	Creativity, Dedication & Motivation. Combine the assessments from Student's Production Rubric & Student's Performance Appraisal Rubrics from the organization	20%	CLO1
	Practical	Integrate positive values, attitude, ethic and professionalism. Combine the assessments from Student's Production Rubric & Student's Performance Appraisal Rubrics from the organization	20%	CLO2
	Practical	Reliability, Accountability & Problem Solving Skills. Combine the assessments from Student's Production Rubric & Student's Performance Appraisal Rubrics from the organization	20%	CLO3
	Presentation	Lecturer's evaluation. Students should treat this presentation as a conventional conference talk, with a typical presentation flow as follows: a. motivation b. background & related work c. proposed approach d. results e. discussion.	20%	CLO5

Reading List	Recommended Text	<ul style="list-style-type: none"> <li>Bethany, R. 2016, <i>Directors Tell the Story: Master the Craft of Television and Film Directing</i>, 2 Ed., Focal Press. New York. London</li> </ul>
Article/Paper List	This Course does not have any article/paper resources	
Other References	<ul style="list-style-type: none"> <li>Book Utterback, A. 2015, <i>Studio Television Production and Directing: Concepts, Equipment, and Procedures</i>, Focal Press, New York</li> <li>Book Cury, I. 2010, <i>Directing and Producing for Television: A Format Approach (Fourth Edition)</i>, Focal Press., New York, London</li> </ul>	