



UNIVERSITI TEKNOLOGI MARA

BRO603: BROADCAST FINAL PROJECT

Course Name (English)	BROADCAST FINAL PROJECT APPROVED
Course Code	BRO603
MQF Credit	20
Course Description	<p>This course is the last production course offered to semester 5 Broadcasting students and it is aimed at providing them with the opportunity to direct and produce a 'real TV program.' This course provides opportunity for students to demonstrate their theory-based skills, ability and professionalism in the production of various live or recording programs. 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. Students will be able to prove their responsibilities during pre-production, production and postproduction stages. The broadcast program produced by students will be submitted to TV stations. Alternatively, students will be given the opportunity to produce a video program (sponsored) for 'in-house' viewing or uploading it to Multi-Channel Network (MCN) such as Youtube, MASSCTV or Dimensi Online. At the end of the course, their final product will be previewed and analyzed by the people from the industry.</p>
Transferable Skills	<ul style="list-style-type: none">• Broadcast Management• Broadcast Journalist• Audio Program Producer/Host• Instructional Media Creator and Producer• News Producer• Reporter• Networks Producer• Managing director• Programming Department• Special Projects/Associate Producer• Internship Program Coordinator• Production Assistant• Assignment Editor• Reporter/Anchor
Teaching Methodologies	Lectures, Practical Classes, Discussion, Presentation
CLO	<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 challenges 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>
Pre-Requisite Courses	No course recommendations
Topics	

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

Assessment Breakdown	%
Continuous Assessment	100.00%

Details of Continuous Assessment	Assessment Type	Assessment Description	% of Total Mark	CLO
	Group Project	Evaluate scripts for each produced programs: magazines/documentary; entertainment/sponsored programs; demonstration/home shopping programs	20%	CLO1
	Group Project	Entertainment / Sponsored Program Production	20%	CLO2
	Group Project	Demonstration / Home Shopping Production	20%	CLO4
	Group Project	Magazine / Documentary Production	20%	CLO3
	Presentation	Individual Report and Presentation. The report & presentation on: a. motivation b. background & related work c. proposed approach d. results e. discussion. presentations will be judged based on following criteria: a. Ability to clearly explain the ideas proposed in the paper b. Awareness of the related past work and the relative contributions of the paper c. Ability to answer questions based on the presentation d. Presentation organization, flow, and the neatness of the slides e. Highlighting the connections between the proposed approaches with the material covered in production	20%	CLO5

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