



UNIVERSITI TEKNOLOGI MARA

GDM626: CREATIVE DIGITAL VIDEO

Course Name (English)	CREATIVE DIGITAL VIDEO APPROVED
Course Code	GDM626
MQF Credit	4
Course Description	An introduction to digital video file creation, editing and storage, multimedia presentations, and other related video purposes. Topics will include incorporating video transitions and effects, importing photos or artwork, importing and editing sound, adding titles and credits, converting visual analog formats to digital, and other related subjects.
Transferable Skills	1. Demonstrate ability to identify and articulate self skills, knowledge and understanding confidently and in a variety of contexts. 2. Demonstrate the ability to dream, imagine and visualize. 3. Demonstrate analytical skills using technology. 4. Demonstrate ability to apply creative, imaginative and innovative thinking and ideas to problem solving. 5. Demonstrate ability to investigate problems and provide effective solutions. 6. Demonstrate ability to analyse issues/problems from multiple angles and make suggestions. 7. Demonstrate professional skills, knowledge and competencies.
Teaching Methodologies	Lectures, Studio, Tutorial, Discussion, Presentation, Self-directed Learning, Computer Aided Learning
CLO	CLO1 Explains on technical requirements for digital video production process. CLO2 Explains the creation of a video sequences with extra effects added. CLO3 Share thoughts and ideas about the use of digital video and media.
Pre-Requisite Courses	No course recommendations
Topics	
1. Course Introduction/Overview 1.1) Course Content 1.2) Scope of the subject 1.3) Learning Outcomes	
2. Introduction to Video Production Process 2.1) Pre-production 2.2) Production 2.3) Post-production 2.4) Distribution	
3. Pre-Production Process 3.1) Outline of the idea, Story & Concept 3.2) Proposal 3.3) Storyboarding / Working script 3.4) Production Schedule 3.5) Planning the shoot	
4. Handling the Camera 4.1) Camera Functionality 4.2) Shot Types 4.3) Camera Moves 4.4) Continuity Considerations 4.5) Composition 4.6) Lighting	

5. Video Terminology 5.1) Video Standards 5.2) Progressive vs. Interlaced 5.3) Frame Rates 5.4) Video Formats 5.5) Image Size 5.6) Aspect Ratio 5.7) Video Outputs 5.8) Tape Formats
6. Video as Digital Data 6.1) Data rates 6.2) Storage Requirements 6.3) Color Sampling 6.4) Image Compression 6.5) Working with Timecode
7. Production Process 7.1) Pre-Production 7.2) Production 7.3) Post-Production
8. Color & Video 8.1) White-Balancing 8.2) Color Spaces 8.3) How to read scopes 8.4) Color Bars
9. Post-production Process 9.1) Logging & Digitizing 9.2) Offline Edit 9.3) Online Edit
10. Digital Audio 10.1) Sample Rate 10.2) Bit depth 10.3) Waveforms 10.4) Audio Meters
11. Distribution Process 11.1) Compression 11.2) Format 11.3) Duplication 11.4) Webstreaming
12. Progressive Consultation on Final Project 12.1) N/A

Assessment Breakdown	%
Continuous Assessment	100.00%

Details of Continuous Assessment	Assessment Type	Assessment Description	% of Total Mark	CLO
	Final Project	Research on any the Making of Video. Propose new concept or technique. Design sketches and storyboard. Construct new the Making of Video.	40%	CLO3
	Individual Project	Research on existing promo video. Propose a concept. Design Sketches and Storyboard. Construct new promo video.	30%	CLO1
	Individual Project	Make a full report on the promo video that been construct.	30%	CLO2

Reading List	Recommended Text	<ul style="list-style-type: none"> • Poynton, C., 2007, <i>Digital Video and HDTV</i> • Weise, M, Weynand, D. 2007, <i>How Video Works</i> • Buechler, J. 2004, <i>Movie Maker 2: Do Amazing Things!</i>
Article/Paper List	This Course does not have any article/paper resources	
Other References	<ul style="list-style-type: none"> • n/a Underdahl, K. 2003, <i>Digital Video For Dummies, 3rd Edition</i> 	