

MTD301 Audio and Video Production Techniques

Level: 3

Credit Units: 10 Credit Units

Language: ENGLISH

Presentation Pattern: EVERY SEMESTER

Synopsis:

This course covers a broad coverage of the audio and video production techniques used in the local Singapore industry, inclusive of strengths, weaknesses and applications, roles of key personnel in the industry and hands-on practice on producing audio and video feature content.

Topics:

- • Introduction and Overall Perspective on Jobs in Video Production
- • Stage 1: The Idea (Project Development)
- • Equipment and Software (Lab Work)
- • Stage 2: The Plan (Pre-Production)
- • Working with the Software, Camera detail, Production Design (Lab Work)
- • Stage 3: The Shoot (Production) and Tutorial
- • Camera / Field Work / Lighting techniques
- • Stage 4: The Final Product (Post Production) & Tutorial
- • Editing Techniques
- • Breakdown and Budgets
- • Licensing, Rights, Legalities
- • Selling and Pitching

Textbooks:

Cathrine Kellison.: Producing for TV and New Media, A Real World Approach. (eTextbook) 3rd edition Elsevier Publisher (Focal Press),2006. (Taylor & Francis).
ISBN-13: 9781136069338

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ISBN-13: 9781136069338-AA

Learning Outcome:

- Apply elements of audio and video production
- Execute pre-production steps – scriptwriting
- Appraise video production techniques - shooting, fieldwork, lighting techniques
- Solve post-production problems in audio and video editing
- Arrange suitable music tracks for the video production
- Design final production package for promotion and delivery

Assessment Strategies:

Continuous Assessment Component	Weightage (%)
TUTOR-MARKED ASSIGNMENT	10
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TUTOR-MARKED ASSIGNMENT	10
Sub-Total	30

Examinable Component	Weightage (%)
ECA	70
Sub-Total	70

Weightage Total **100**