

**DEPARTMENT OF TECHNOLOGY EDUCATION, IER  
UNIVERSITY OF THE PUNJAB, LAHORE-PAKISTAN  
Course Outline**

<b>Programme</b>	BS Technology Education	<b>Course Code</b>	<b>BSTE319</b>	<b>Credit Hours</b>	3
<b>Course Title</b>	Media Production				
<b>Course Introduction</b>					
The Media Production course introduces students to the fundamental principles and techniques involved in producing various forms of media, including video, audio, and digital content. Students will learn about the production process, from pre-production planning to post-production editing, and gain hands-on experience with industry-standard tools and software. The course will cover key topics such as scriptwriting, camera operation, sound recording, lighting, editing, and digital content creation.					
<b>Learning Outcomes</b>					
On the completion of the course, the students will:					
<ol style="list-style-type: none"> <li>1. Understand the basic concepts and processes involved in media production.</li> <li>2. Develop and produce media projects from pre-production to post-production.</li> <li>3. Write scripts and create storyboards for media projects.</li> <li>4. Operate cameras and audio equipment effectively.</li> <li>5. Apply lighting techniques for various media productions.</li> <li>6. Edit video and audio content using industry-standard software.</li> <li>7. Produce digital content for different platforms and audiences.</li> </ol>					
<b>Course Content</b>				<b>Assignments/Readings</b>	
<b>Week 1</b>	<i>Introduction to Media Production</i>			Reflective essay on the role of media production in today's society	
	<b>Unit 1.1:</b> Overview of Media Production				
	<b>Unit 1.2:</b> Introduction to Different Media Formats				
<b>Week 2</b>	<i>Pre-Production Planning</i>			Write a short script for a video project	
	<b>Unit 2.1:</b> Concept Development and Scriptwriting				
	<b>Unit 2.2:</b> Storyboarding and Shot Planning				
<b>Week 3</b>	<i>Camera Operation</i>			Practice camera techniques and record a short video	
	<b>Unit 3.1:</b> Basics of Camera Operation				
	<b>Unit 3.2:</b> Framing, Composition, and Camera Movements				
<b>Week 4</b>	<i>Lighting Techniques</i>			Set up a basic three-point lighting for an interview	
	<b>Unit 4.1:</b> Principles of Lighting				

	<b>Unit 4.2:</b> Creative Lighting Techniques	
<b>Week 5</b>	<i>Sound Recording</i>	Record sound using different microphones
	<b>Unit 5.1:</b> Basics of Sound Recording	
	<b>Unit 5.2:</b> Sound Design and Foley	
<b>Week 6</b>	<i>Production Techniques</i>	Direct a short scene with classmates
	<b>Unit 6.1:</b> Directing and Producing	
	<b>Unit 6.2:</b> Working with Actors and Crew	
<b>Week 7</b>	<i>Introduction to Editing</i>	Edit a short video using editing software
	<b>Unit 7.1:</b> Basic Video Editing Techniques	
	<b>Unit 7.2:</b> Advanced Editing Techniques	
<b>Week 8</b>	<i>Audio Editing and Mixing</i>	Edit audio tracks and mix for a video project
	<b>Unit 8.1:</b> Basics of Audio Editing	
	<b>Unit 8.2:</b> Sound Effects and Music Integration	
<b>Week 9</b>	<i>Digital Content Creation</i>	Develop a content plan for a social media campaign
	<b>Unit 9.1:</b> Creating Content for Social Media	
	<b>Unit 9.2:</b> Producing Web Content	
<b>Week 10</b>	<i>Visual Effects and Animation</i>	Create simple visual effects using software
	<b>Unit 10.1:</b> Basics of Visual Effects	
	<b>Unit 10.2:</b> Introduction to Animation	
<b>Week 11</b>	<i>Documentary Production</i>	Plan and research a documentary topic
	<b>Unit 11.1:</b> Principles of Documentary Filmmaking	
	<b>Unit 11.2:</b> Shooting and Editing a Documentary	
<b>Week 12</b>	<i>Narrative Filmmaking</i>	Develop a narrative film project
	<b>Unit 12.1:</b> Elements of Storytelling in Film	
	<b>Unit 12.2:</b> Producing and Directing a Short Film	
<b>Week 13</b>	<i>Media Ethics and Legal Issues</i>	Write an essay on an ethical dilemma in media production
	<b>Unit 13.1:</b> Ethical Considerations in Media Production	
	<b>Unit 13.2:</b> Legal Issues and Copyright	
<b>Week 14</b>	<i>Advanced Production Techniques</i>	Plan and execute a multi-camera shoot
	<b>Unit 14.1:</b> Multi-Camera Productions	
	<b>Unit 14.2:</b> Live Streaming and Broadcast Production	

<b>Week 15</b>	<i>Final Projects</i>	Develop a comprehensive media production project proposal
	<b>Unit 15.1:</b> Project Development and Planning	
	<b>Unit 15.2:</b> Production and Post-Production	
<b>Week 16</b>	<i>Course Review and Final Assessment</i>	Group presentation summarizing key learning from the course
	<b>Unit 16.1:</b> Review of Key Concepts and Themes	
	<b>Unit 16.2:</b> Comprehensive Final Exam	

### Textbooks and Reading Material

#### 1. Textbooks.

- The Bare Bones Camera Course for Film and Video by Tom Schroepel

#### 2. Suggested Readings

- Filmmaking for Dummies by Bryan Michael Stoller

### Teaching Learning Strategies

1. **Lectures:** To introduce and explain key concepts and theories.
2. **Hands-on Labs:** To provide practical experience with robotics components and programming.
3. **Assignments and Projects:** To reinforce learning and encourage application of concepts in real-world scenarios.
4. **Group Discussions:** To facilitate peer learning and collaborative problem-solving.

### Assessment

Sr. No.	Elements	Weight age	Details
1.	Midterm Assessment	35%	Written Assessment at the mid-point of the semester.
2.	Formative Assessment	25%	Continuous assessment includes: Classroom participation, assignments, presentations, viva voce, attitude and behavior, hands-on-activities, short tests, projects, practical, reflections, readings, quizzes etc.
3.	Final Assessment	40%	Written Examination at the end of the semester. It is mostly in the form of a test, but owing to the nature of the course the teacher may assess their students based on term paper, research proposal development, field work and report writing etc.

