

Program	BS PR & Advertising	Course Code	PRAD-208	Credit Hours	3
Course Title	VIDEO PRODUCTION (PR & ADVERTISING – T&P)				
Course Introduction					
<p>With the growth of online advertising and social media, it is increasingly necessary that advertising and public relations integrate video messages into campaign efforts. The course aims to make students proficient with the skills needed to make practical productions. Students will learn the basics of media production using the media tools of photography, film, video, audio production, and interactive media and will be able to create appropriate videos for public relations and advertising campaigns. Students will apply the fundamentals of video production by participating in hands-on group projects.</p> <p>The course will facilitate them to understand and apply concepts and theories in the use and presentation of images and information using tools and technologies appropriate for public relations, advertising, integrated communication and related fields.</p> <p>The course aims to:</p> <ol style="list-style-type: none"> 1. Introduce students to the basic fundamentals of video production including both technical knowledge and artistic application 2. Familiarize students with camera operation, composition and framing, lens choice, camera movement, setting proper exposure, lighting, collaboration, blocking, continuity and all aspects of visual 3. Create awareness about the production paraphernalia 4. Guide student through the various stages of video production including pre and post-production phases. Students will actively participate in the editing of their own material 					
Learning Outcomes					
<p>Upon successful completion of the course, the student will be able to:</p> <ol style="list-style-type: none"> 1. Demonstrate the basic know how about video production techniques and its application in the fields of PR and advertising 2. Develop keen interest in the area of creative arts and storytelling 3. Produce videos for PR and advertising activities 4. Edit the videos produced for advertising and PR activities 					
Course Content				Assignments/Readings	
Week 1-2	<ol style="list-style-type: none"> 1. Introduction to video production: Stages of production 2. Pre-Production <ol style="list-style-type: none"> 2.1. Concept development and project proposal 2.2. Treatment page / characterization development 2.3. Screenplay 2.4. Budgeting 2.5. Scripting and revising 2.6. Visual storytelling and storyboarding 2.7. Developing shooting schedules 2.8. Location 2.9. Set and costume design 2.10. Casting 2.11. Contracts & releases 				
Week 3-4	<ol style="list-style-type: none"> 3. Production <ol style="list-style-type: none"> 3.1. Establishing/adhering to shooting schedules 3.2. Basic camera operation 				

	<p>3.3. Tripods/camera stabilization devices 3.4. Audio 3.5. Lighting 3.6. Consideration of camera angles 3.7. Movement and position, and, shot composition 3.8. Maintaining shot log sheets</p> <p>4. Post Production 4.1. Editing 4.2. ADR - additional dialogue recording 4.3. Titling 4.4. A/V effects</p>	
Week 5-7	<p>5. Production Roles & Responsibilities 6. Time Management & Deadlines 6.1. Production Schedules</p>	
Week 8-12	<p>7. Studio Equipment & Tools 7.1. Cameras, lighting, audio, sets, and cabling 7.2. Digital & analogue equipment. 8. Audio/Video Editing Hardware & Software</p>	
Week 14-16	<p>9. Non-Linear Editing (NLE) 10. Production Operation & Techniques 10.1. Video imaging techniques: a) Camera shots b) Camera movement 1) Pans & tilts 2) Trucks & dollies 3) Zooms & pull outs c) Composition & rule of thirds d) Camera angles & blocking e) Shooting handheld f) Single camera shoots g) Multiple camera shoots 10.2. Lighting Principles & Techniques a) Choosing a light source b) Light quality & color temperature c) Elements of three-dimensional lighting 1) Three point lighting 2) Key & fill lighting 10.3. Audio Recording a) Microphone types b) Placement c) Metering d) Technical aspects 1) Sample rates 2) Bit depth 3) Proper levels 4) Compression e) Importance of good audio 10.4. Non-Linear Video Editing a) A/B roll b) Timeline c) Basic editing d) Advanced editing 1) Insert & overwrite edits 2) Fit to fill & superimpose edits 3) Split edits 4) Trim edits e) Key framing f) Transitions g) Importing graphics / video clips 1) Pixel aspect ratio h) Titles 1) Overlays 2) Lower thirds 3) Animations i) Special Effects 1) Plug-ins / filters 2) Composites 3) Chroma Key j) Rendering 10.5. Elements of Good Design</p>	
Textbooks and Reading Material		
<p>1. Snyder, B. (2005). <i>Save the cat</i> (p. 200). California: Michael Wiese Productions. 2. Asher, S., & Pincus, E. (2012). <i>The Filmmaker's Handbook: A Comprehensive Guide for the Digital Age</i>: 2013 Edition.</p>		

3. Morris, P. (2012). Teaching multimedia commercial production for advertising and publication relations. *Journal of Advertising Education*, 16(2), 47-58.
4. Tomaric, J. (2013). *Filmmaking: Direct your movie from script to screen using proven Hollywood techniques*. Routledge.
5. Murch, W. (2001). *In the Blink of an Eye* (Vol. 995). Los Angeles: Silman-James Press.
6. Rabiger, M. (2013). *Directing: Film techniques and aesthetics*.Routledge.
7. Ascher, S. &Pincus, E. (2013) *The filmmakers handbook* (5th edition) Plume Publishers

Teaching Learning Strategies

1. Class Discussion
2. Projects / Assignments
3. Group Presentations
4. Students led presentations
5. Thought Provoking Questions
6. Field Visits and Guest Speakers

Assignments: Types and Number with Calendar

Assignments may include special reports, projects, class presentations, field work. The nature of assignment will be decided by the teacher as per the requirements of the course.

Assessment

Sr. No.	Elements	Weightage	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.