

Semester V

Course Title: TVC and Film Production – I

Course Code: BFAGD-302

Credit Hours: 3 (1+2)

Course Outline:

Course Objectives

- To enable the students to understand the basics of video and film production.
- To enable the students to interpret and critique film, drama, documentaries.
- To give hands-on training to students to be able to handle videographic equipment
- To understand the language of videography/filmmaking
- The students will be able to generate new ideas and OTT platforms

Course Outcomes

- The students will be able to make conceptually strong creative videos.
- The students will be familiarized with studio setups and on location shooting.

Course Contents

- Seeing and interpreting film, drama, documentaries
- Introduction to elements of story and idea development
- Introduction to scriptwriting
- Stages of production (Pre-production, Production, Post Production)
- Production Roles & Responsibilities(Time Management & Deadlines)
- Introduction to Studio Equipment & Tools (Cameras, lighting, audio, sets, and cabling, Digital & analogue equipment)
- Production Operation & Techniques (Video imaging techniques, Camera shots, Camera movement, Composition & rule of thirds)
- Basic Camera Operation and Shot Composition
- Composition Techniques
- 180 degree rule for video composition
- Three point Lighting
- File import, file export, rendering, sound editing, tools, transitions, titles in Adobe Premiere.
- Film Festival (Short Films) Screening

Practical: Student will submit a 3 minute video (documentary/ short film/ interview) with a report which will describe their video making process from research idea to final product.

Recommended Books

1. Gross, L. S. (2017). *Video production: disciplines and techniques*. United Kingdom: Routledge.
2. Knoblauch, H., Tuma, R., & Schnettler, B. (2014). *Videography*. Bern: Peter Lang.
3. Dancyger, K. (2014). *The technique of film and video editing: history, theory, and practice*.
3. Owens, J., & Millerson, G. (2012). *Video production handbook*. United Kingdom: Routledge. NYC: CRC Press.
4. Kelby, S. (2011). *Light it, shoot it, retouch it: learn step by step how to go from empty studio to finished image*. NYC: New Riders Publishing.
5. Ulin, J. (2009). *The business of media distribution: Monetizing film, tv and video content in an online world*. Massachusetts: Focal Press.
6. Murch, W. (2001). *In the blink of an eye*. Los Angeles: Silman-James Press.
- Reisz, K., & Millar, G. (1971). *The technique of film editing*. New York: Routledge.