

University of Roehampton International Summer School

Arts, Humanities & Social Sciences

Module Title: Online Video Production

Module Code: DIG020C151H

Module Rationale

This module introduces the core languages, grammars, conventions, and practical techniques of video production for online media. It will offer the opportunity to become familiar with, and experiment with using your smartphone for image and sound recording, as well as postproduction environments and technologies. In so doing, it will provide the foundational knowledge and skills necessary for working creatively and efficiently, whether in the context of a fully independent production, or as part of a crewed project.

The initial part of the module will concentrate on analysing and understanding the key principles behind successful, professional video content. The emphasis will then shift to the core basics of narrative development, scripting and storyboarding, camera operations and on-location shooting, microphone usage and sound recording, sequencing grammar and continuity editing, and the correct usage of post-production software. The module will also delineate the legal and ethical requirements for on-location shooting, as well as the principles of production development and discipline.

Assessment

Video 80%

Reflection Report 20%

The video project consists of ONE video (1'30 minutes). Student can produce either a creative video or factual video.

Factual video (1'30") guidelines:

- Topic can be anything factual: Politics, social issues, studying abroad, music, fashion, nutrition, climate change, football etc. Or a profile of someone with an interesting job or past time.
- Interviews should be recorded face to face.
- Selfie-style or vlog reportage is acceptable

- Your own narration (voiceover)
- May include interview(s), either conduct by yourself or sourced from YouTube, or other social video platforms, after checking copyright restrictions.
- Can be a combination of few short 'Stories'. The total length should be 1'30 minutes max.
- Piece to camera is optional.

Creative video (3 min)

- Topic can be more creative: short film (dramatic), talk show, commercial advertisement, political campaign, music video, Youtuber vlog style etc.
- Can be a combination of few short 'Stories'. The total length should be 1'30 min max.
- May include your own narration or using text
- May include a piece to camera
- You may archive footage (download from YouTube etc) or still images in addition to filming your own footage

The video can be shot by mobile phone or any video recording device.

You may use any video editing software (Adobe Premiere Pro is free for you to download)

Reflection Report (500 words)

You may also include the following as appendix (they are NOT included in the word count):

- Log
- Video Brief
- Script
- Storyboard

Essential Reading

- Video Production Handbook, Jim Owens
- Introduction to Video Production: Studio, Field, and Beyond, Ronald J. Compesi, Jaime S. Gomez

- Video Field Production and Editing, Ronald Compesi
- Share, Like, Recommend in Journalism Studies, Hermida, Alfred Fletcher, Fred Korell, Darryl Logan, Donna
- Single-Camera Video Production, Robert B. Musburger

Suggested Kit List

ESSENTIAL

- smartphone - can film in HD (ideally 1080p) - note: most smartphones film in much higher resolution so 1080p is a standard feature.
- earphones - the original ones that came with the phone (e.g most iphone / android phones come with earphones which include a decent quality mic)

OR

- earbuds with a good mic

OPTIONAL

The following are optional (if you already have one):

- portable selfie stick
- portable tripod (sometimes called joby / gorilla pod - but these are brand names — unbranded versions of this style of tripod are available quite widely and are relatively inexpensive)

Note these do not have to be bought — you will be able to hire equipment from university AV resources, if you have your own and are familiar with using them, they can be helpful for filming.

