



University of Nicosia, Cyprus

Course Code COMM 235	Course Title Creative Production	ECTS Credits 6
Department Communications	Semester Fall/Spring	Prerequisites COMM 117, COMP 150
Type of Course Elective	Field Communications	Language of Instruction English
Level of Course 1 st Cycle	Year of Study 2 nd	Lecturer Ms.Sophia Papageorgiou
Mode of Delivery Face-to-face	Work Placement N/A	Co-requisites None
Recommended Optional Programme Components: N/A		

Objectives of the Course:

1. The objective of the course is to develop further skills acquired from Video Production course.
2. It includes: applying concepts and techniques of video production, working with digital equipment (video camera and editing), shot composition and editing workshops. The course will provide an opportunity to the students to create a variety of video productions, allowing them to express personal creativity. They are introduced into the making of a commercial, a Public Service Announcement, documentaries, music videos and short dramas. The students will be asked to write a script, shoot and edit their own projects/videos on some of these categories.
3. By the end of this class, students should be feeling comfortable with the handling of digital video equipment and most importantly knowing how to transform their ideas into audio-visual messages, going through all stages starting from the original idea to the finalized project.

Learning Outcomes:

After completion of the course students are expected to be able to:

1. Develop further skills video production.
2. Develop skills in using digital equipment for shooting and editing.
3. Acquire knowledge on video editing softwares and more specifically in AVID.
4. Have the knowledge to creatively work on different kind of television programmes: Commercials, PSAs, Music Videos, Documentaries, Short Movies.
5. Develop their personal style and creativeness.

Course Content:

1. TV Commercials & Public Service Announcements.
2. From the idea to the storyboard, shooting and post production.
3. Music Videos.
4. Choosing the song, theme, location scouting, copyrights, shooting and editing.
5. Documentary <ul style="list-style-type: none"> i. Choosing the subject, research, interviews, street poll, A-Roll, B-Roll, the pre-production package, the script
6. Short Dramas <ul style="list-style-type: none"> i. Choosing the subject, assigning roles, research, characters, script, the summary and the treatment.
7. Functioning of a Digital Video Camera.
8. Editing Principles/ Digital Editing with AVID XPRESS PRO.

Teaching Methods:

Interactive lectures, Visual Aids, Workshops.

Assessment Methods:

Three assignments, final project.

Required Textbooks:

Authors	Title	Publisher	Year
Alan Wurtzel, Stephen R Acker.	Television Production	N/A	1993
Various	Selected Readings (reading package prepared by the instructor)		

Recommended Textbooks/Reading:

Authors	Title	Publisher	Year
Millerson, G	Video Production Handbook. (2 nd ed.)	Oxford: Focal Press	1994
Julia Kexdel, Brian Winston	Working with Video	N/A	1986
Cury, I.	Directing & Producing for Television 2. (2 nd Ed.).	Focal Press	2002
- Lyver, D. and Swainson, G.	Basics of Video Production. (2 nd Ed.).	Oxford: Focal Press	1999
- Garvy, H.	Before you Shoot. (3 rd Ed.).	CA: Shire Press.	1995

