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| 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:

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| 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:

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| Interactive lectures, Visual Aids, Workshops. |
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Assessment Methods:

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| Three assignments, final project. |
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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 |

