



Course Syllabus

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|-------------------------|---|--------------------------------|
| Course Code | Course Title | ECTS Credits |
| COMM- 302 | Creative Production and Publishing | 6 |
| Prerequisites | Department | Semester |
| COMM-117, COMM-212 | Communications | Spring/Fall |
| Type of Course | Field | Language of Instruction |
| Required | Radio, TV and Digital Broadcasting Media | English |
| Level of Course | Lecturer(s) | Year of Study |
| 1 st Cycle | Ms. Sophia Tsangaridou | 3 rd Year |
| Mode of Delivery | Work Placement | Corequisites |
| face-to-face | N/A | None |

Course Objectives:

The main objectives of the course are to:

- Develop further skills acquired from basic level production courses
- Apply concepts and techniques of video and film production, working with digital and HD equipment (video camera and editing), shot composition, editing workshops and publishing, sharing and promoting videos for the web.
- Provide an opportunity to the students to create a variety of productions, allowing them to express personal creativity.
- To introduced into the making of a commercial, a Public Service Announcement, documentaries, music videos and short dramas.
- Demonstrate the students on how to write scripts, shoot, edit their own projects on some of these categories and finally publish/upload them.

Learning Outcomes:

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

1. Develop further skills in creative production and editing
2. Utilize their knowledge from previous courses to creatively work on different kind of television programmes: Commercials, PSAs, Music Videos, Documentaries, Short Movies
3. Learn to edit for posting online
4. Develop their personal style and creativeness

5. Develop self-critical abilities
6. Generate new creative ideas

Course Content:

Working with different techniques on:

- Commercials & Public Service Announcements, Animations and Abstract Videos
 - From the idea to the storyboard, shooting and post production
 - Music Videos
 - Documentary - Choosing the subject, research, interviews, street poll, A-Roll, B-Roll, the pre-production package, the script
 - Short Dramas - Choosing the subject, assigning roles, research, characters, script, the summary and the treatment.
 - Editing Principles/ Digital Editing
- Publish, Use Tags and promote videos online

Learning Activities and Teaching Methods:

Interactive lectures,
Visual Aids,
Workshops

Assessment Methods:

Three assignments

Required Textbooks / Readings:

| Title | Author(s) | Publisher | Year | ISBN |
|--|---------------------------------|--|------|---------------|
| Writing and Producing for Television and Film. | De Fossard, Esta Riber, John | New Delhi : Sage Publications Pvt. Ltd. | 2005 | 9780761934004 |

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|--|-------------------------|--------------------|------|---------------------------|
| How to do everything with Online Video | Shalat Andrew | McGrawHill Osborne | 2008 | 9780071496438 |
| Creative Production-Class Notes | Notes of the instructor | | | Available on the Intranet |

Recommended Textbooks / Readings:

| Title | Author(s) | Publisher | Year | ISBN |
|---|------------------------|-------------------------|-------------|----------------|
| Educating Film-makers : Past, Present and Future | Stoneman, Rod | Bristol : Intellect. | 2014 | 9781783201853 |
| The 30-second Storyteller: The Art and Business of Directing Commercials. | Richter, Thomas | Boston, MA: Course PTR. | 2007 | 9781598632262 |
| Video Production Handbook. (5th ed.) | Millerson, G, Owens,J. | Oxford: Focal Press | 2011 | 978-0240522203 |