



## COURSE SYLLABUS

# Video Production, 7.5 credits

*Videoproduktion, 7,5 högskolepoäng*

---

Course Code:	LVP15	Education Cycle:	First-cycle level
Confirmed by:	The Committee of the Media and Communication Science Programme Sep 18, 2014	Disciplinary domain:	Social sciences (70%) and technology (30%)
Valid From:	Jan 19, 2015	Subject group:	MK1
Version:	1	Specialised in:	GIN
Reg number:	2014/03357	Main field of study:	Media and Communication Science

---

### Intended Learning Outcomes (ILO)

On completion of this course, student should:

#### *Knowledge and understanding*

- explain how a company or organization can utilize the moving image in relation to other communication channels

#### *Skills and abilities*

- demonstrate the ability to present a planned video production  
- demonstrate the ability to produce and make a correct export of a short video

#### *Judgement and approach*

- demonstrate the ability to reflect on the moving image's different elements

### Contents

- Writing synopsis and pitch
- Plot structure
- Image composition and image rhetoric
- Camera technique
- Lighting
- Audio production
- Integration of graphic profile
- Video editing

### Type of instruction

Tuition is in the form of lectures, seminars and assignments, individually or in groups. A digital learning platform is used.

The teaching is conducted in English.

### Prerequisites

General requirement and English Course B/E with a grade of Passed. Exemption is granted from the

requirement in Swedish (or the equivalent).

### Examination and grades

The course is graded Fail (U), Pass (G) or Pass with Distinction (VG).

For international students the grades are transformed to ECTS grades in accordance with the Bologna Agreement.

Examination forms are:

- Individual video production
- Individual written assignment
- Individual oral presentation
- Group assignment video production

Registration of examination:

Name of the Test	Value	Grading
Examination	7.5 credits	U/G/VG

### Course evaluation

The course is evaluated according to the regulations and guidelines for the first, second and third cycle education at Jönköping University.

### Course literature

#### Literature

Owens J, Millerson G (2011). *Video Production Handbook*. Oxford: Focal Press. 395 sid

Bergström, B (2008). *Essential of visual Communication*. London: Laurence King Pub. 240 sid

Compendium and articles ca 20 s

#### Literature reference

Search help (2010). *Citing Sources – APA (Harvard)*. University Library: Jönköping University.

<http://hj.se/bibl/en/search-help/citing-sources.html> Information material about Anti-Plagiarism at universities. The Interactive Anti-Plagiarism Guide – Jönköping University.

<http://pingpong.hj.se/public/courseId/10565/publicPage.do>