

Advanced Production Skills



2019-20

HPMF7001

Advanced Production Skills (HPMF7001)

Level 7 module – 20 credits

Teaching is by lecture and hands-on tutorial workshop.

Lecture and Workshop: Friday 10:00 – 12:00 TL9

Module Tutors

Mr Dave Welton (dave@animality.co.uk)

Dr Brett Aggersberg (b.aggarsberg@uwtsd.ac.uk)

For times when the tutors are available for consultation please refer to Moodle and make an appointment. If you need to consult the course team urgently, please email the staff member concerned.

Audio Visual equipment should be booked out at least 48hrs in advance.

Module evaluation:

At the end of this module, you will be asked to complete a module evaluation form. Please refer to the anticipated learning outcomes when making your evaluation.

MODULE AIM AND LEARNING OUTCOMES FOR ASSESSMENT

AIM

- To explore and develop advanced and emerging production techniques for the purpose of creating professional quality film material.

LEARNING OUTCOMES

Upon the successful completion of this module, the student should be able to:

- Demonstrate a comprehensive understanding of film production techniques through original practice-led research and production of high quality film material.
- Demonstrate an ability to apply a knowledge of professional production methodologies, through the application of original conceptual ideas, in a short film production.

CONTENT

- Development of professional film production concepts through practical research and critical reflection on the work of highly regarded practitioners and the results of individual experiments.
- Through the production of a portfolio covering a range of production methodologies, industry practices and original ideas will be explored.
- Review of a range of film production tools and work-flows, including use of a variety of capture methods such as video resolution, offline and online editing, and formatting for industry.
- Design and execution of a short film production, utilising advanced production skills and methodologies, such as time lapse and manipulating frame rates, selecting appropriate exposures, lenses and lighting scenarios, capturing aerial footage, and audio production.
- Contextualisation of advanced production skills for adventure filmmaking scenarios, in relation to aesthetic, generic and critical considerations.
- Consideration of the application of emerging technologies, techniques and methodologies.

Transferable Skills:

Note-taking, oral expression, research skills, communication, evaluative and analytical skills, interview, and media production.

Timetable:

The module is taught over an twelve week period, starting in week one of Semester one. Each class will last for three hours.

BIBLIOGRAPHY

Module Code	HPMF7001
Module Title	Advanced Production Skills
Classification	Reading List entry
Essential	Brown, B. (2016) <i>Cinematography: Theory and Practice: Image Making for Cinematographers and Directors</i> . Oxon: Routledge.
Essential	Collins, H. (2010) <i>Creative Research: The Theory and Practice of Research for The Creative Industries</i> . Lausanne: AVA Publishing.
Essential	Dancyger, K. (2015) <i>The Technique of Film and Video Editing: History, Theory, and Practice</i> . Oxon: Focal Press.
Further	Adobe Creative Team. (2013) <i>Adobe Audition CC</i> (Adobe Classroom in a Book series). San Francisco: Peachpit Press.
Further	Fridsma, L. & Gyncild, B. (2018) <i>Adobe After Effects CC</i> (Adobe Classroom in a Book series). San Francisco: Peachpit Press.
Further	Jago, M. (2018) <i>Adobe Premiere Pro CC</i> (Adobe Classroom in a Book series). San Francisco: Peachpit Press.
Further	Mamer, B. (2013) <i>Film Production Technique: Creating The Accomplished Image</i> . Stamford: Cengage Learning.
Further	Mercado, G. (2010) <i>The Filmmaker's Eye: Learning (and Breaking) The Rules of Cinematic Composition</i> . Oxon: Focal Press.
Further	Owens, J. (2017) <i>Video Production Handbook</i> . Oxon: Routledge.
Further	Rose, J. (2014) <i>Producing Great Sound for Film and Video: Expert Tips From Preproduction To Final Mix</i> . Oxon: Focal Press.

Web Sites

www.afi.com
www.thefilmnetwork.co.uk/films
www.creativeskillset.org/creative_industries/film
www.theguardian.com/film/film-industry
www.bfi.org.uk
www.filmmakermagazine.com
www.creativecow.com
www.imdb.com
www.macvideo.tv
www.philipbloom.net
www.vimeo.com

Recommended Viewing

Bangs, L. (2003) *The Work of Director Spike Jonze*
 Cousins, M. (2013) *The Story Of Film: An Odyssey*
 Kenneally, C. (2013) *Side By Side*
Filmmaker IQ- Youtube
Peter McKinnon- Youtube
Casey Neistat- Youtube
Cut Media- Youtube
Macro Room- Youtube

Students will be directed to appropriate online resources over the course of the module.

The bibliography is subject to change depending on available software and associated texts.

MODULE OUTLINE

You will be expected to conduct non-assessed tasks as part of your development on this module.

Week	Lesson Theme	Activity/Notes
1	Introduction to module. Dave Welton Introduction to film methodologies Practice Led Research. Film Production Stages.	BA DW
2	<i>Extra session Tuesday 2nd October</i> <i>Guest Lecture with Krish Nagar</i> <i>Astrophotography</i> Friday class with Guest Lecture Geraint Radford Macro and Wildlife	Students to pitch 3 initial ideas for their film project
3	Workshopping production Techniques and Workflow	Students to discuss pre-production aspects of their chosen film
4	Guest Lecture with Sharron Harris Audio Production Tutorial	1 to 1 or group tutorial for students
5	Developing Film Project Concept Documentary Planning techniques with case study Tutorial	BA DW 1 to 1 or group tutorial for students
6	Reading Week PORTFOLIO ASSESSMENT DEADLINE	Final Preparations for preproduction folder 12 noon Friday 1st November 2019
7	Wildlife Filming Techniques with case study	Dave Welton
8	Location Workshop	DW
9	Workshop Guest Speaker	DW
10	Editing Techniques	DW
11	Rough Cut Screenings	Viewing of rough cut edits and peer group feedback
12	Coursework Supervision	1 to 1 or group tutorial for students
	ASSESSMENT DEADLINE All assessments to be submitted by this date	12 noon Friday 17th January 2020

This schedule is subject to change and students are advised to check Moodle for the latest module information.

The following software/hardware will be used on this module:

Adobe Premiere Pro CC, Celtx. Other software will be recommended when appropriate.

LEVEL 7 ASSESSMENT SPECIFICATION

Module:	Advanced Production Skills		
Module code:	HPMF7001	Contribution to Overall Module Assessment (%):	50
Lecturer:	BA/DW	Internal Verifier:	MJ
Assignment Title:	Portfolio	Word count (or equivalent):	2500eq
Submission deadline:	Noon 1/11/19	Return date of provisional marks & written feedback:	29/11/19
Submission method:	The portfolio must be submitted via the provided Assignment Submission space on Moodle. Please ensure documents are correctly formatted and that you confirm their submission. You should also check the submission file size limit of Moodle. Late submission of the assessment will result in a late penalty mark. Penalties for late submission: Up to one week late, maximum mark of 50%. Over one week late, 0%. Only the Extenuating Circumstances Panel may approve a change to submission dates.		
Academic honesty / referencing:	Academic honesty is required. In the main body of your submission you must give credit to authors on whose research and ideas your work is based. Append to your submission a reference list that indicates the books, articles, etc. that you have used, cited or quoted in order to complete this assessment.		

Module Learning Outcomes (from module syllabus)

Upon the successful completion of this module, the student should be able to:

- Demonstrate a comprehensive understanding of film production techniques through original practice-led research and production of high quality film material.
- Demonstrate an ability to apply a knowledge of professional production methodologies, through the application of original conceptual ideas, in a short film production.

TASK DESCRIPTION

Assessment 1 (50%)

Portfolio (to the equivalent of 2500 words).

A portfolio of work to comprise of:

- A case study including a critical analysis of one contemporary media production method with examples of practitioners.
- A pitch and treatment for the film being produced for Assessment 2.
- A pre-production plan for a short film shoot- including AV Script, moodboard, and relevant forms.
- A distribution strategy for the film.

Three ideas of a high quality are to be pitched by week 2. The strongest idea will be selected, and then developed as the preproduction folder and final film.

This portfolio will serve as a research and proposition document for your project and should be approached in a way that will benefit the production of your documentary film.

Written Work-

- The file(s) should be in a folder with the following label structure-
StudentNumber_ModuleCode_AssignmentNumber
(An example would be 190000_ HPMF7001_1)
- Written work must be a PDF compatible document formatted with double line spacing and include references for all externally sourced content you have used (books, images, websites, films etc) and fully referenced according to the university's Harvard Referencing Guide.
- The PDF must be organised with a contents page.
- In the case of a Celtx document you should export and submit a PDF file
- Folders of mixed file formats can be submitted as an archived Zip file.

GUIDANCE FOR STUDENTS IN THE COMPLETION OF TASKS

NOTE: The guidance offered below is linked to the five generic assessment criteria on the module marking proformer.

A full rubric for the assessment criteria related to this assessment and level of study can be found on the Film and Media Moodle homepage.

1. Engagement with Research

Your work must be informed and supported by scholarly material that is *relevant* to and *focused* on the task(s) set; you should make use of scholarly reviews and primary sources, as appropriate (for example, refereed research articles and/or original materials appropriate to the discipline). You should provide evidence that you have accessed a wide *range* of sources, which may be academic, governmental and industrial; these sources may include academic journal articles, textbooks, current news articles, organisational documents, and websites. You should consider the *credibility* of your sources; academic journals are normally highly credible sources while websites require careful consideration/selection and should be used sparingly. Any sources you use should be current and up-to-date, mostly published within the last five years or so, though seminal/important works in the field may be older. You must provide *evidence* of your research/own reading throughout your work, using correctly a suitable referencing system, including in-text citations in the main body of your work and a reference list at the end of your work.

Guidance specific to this assessment:

You should explore a range of potential research sources and include evidence of how the most important ones have influenced your work.

2. Knowledge and Understanding Skills

At level 7, you should be able to demonstrate a systematic understanding of knowledge, and a critical awareness of current problems and/or new insights, much of which is at, or informed by, the forefront of your academic discipline, field of study or area of professional practice, with a comprehensive understanding of techniques applicable to your own research or advanced scholarship. Your work must demonstrate your growing mastery of these concepts, principles, current challenges, innovation and insights associated with the subject area. *Knowledge* relates to the facts, information and skills you have acquired through your learning. You demonstrate your *understanding* by interpreting the meaning of the facts and information (knowledge). This means that you need to select and include in your work the contemporary concepts, techniques, models, theories, etc. appropriate to the task(s) set. You should be able to explain the theories, concepts, etc. meaningfully to show your understanding. Your mark/grade will also depend upon the *extent* to which you demonstrate your knowledge and understanding; ideally each should be complete and detailed, with comprehensive coverage.

Guidance specific to this assessment:

Your critical analysis case study must demonstrate engagement with the contemporary theories of production techniques. You should demonstrate your knowledge of the equipment, production methodologies, and the industry context of your work.

3. Cognitive and Intellectual Skills

You should be able to: evaluate critically current research and advanced scholarship in the discipline; evaluate methodologies and develop critiques of them and, where appropriate, to propose new hypotheses; deal with complex issues both systematically and creatively to make sound judgements in the absence of complete data. Your work must contain evidence of logical, analytical thinking, evaluation and synthesis. For example, to examine and break information down into parts, make inferences, compile, compare and contrast information. This means not just describing what! But also justifying: Why? How? When? Who? Where? At what cost? At all times, you must provide justification for your arguments and judgements. Evidence that you have reflected upon the ideas of experts within the subject area is crucial to you providing a reasoned and informed debate within your work. Your choice of methodologies to gather

data and information must be rigorously defended. Furthermore, you should provide evidence that you are able to make sound judgements and convincing arguments using data and concepts. Sound, valid, persuasive conclusions are necessary and must be derived from the content of your work. Where relevant, alternative solutions and recommendations may be proposed.

Guidance specific to this assessment:

You should demonstrate your rationale for choosing the project and how you have implemented new knowledge into your work.

4. Practical Skills

At level 7, you should be able to demonstrate originality in the application of knowledge, together with a practical understanding of how established techniques of research and enquiry are used to create and interpret knowledge in the discipline. This includes acting autonomously in planning and implementing tasks at a professional or equivalent level, originality in tackling and solving problems, and decision-making in complex and unpredictable contexts or situations.

You should be able to demonstrate mastery of the leading edge subject-related concepts and ideas as they relate to real world situations and/or particular contexts. How do they work in practice? You will deploy models, methods, techniques, and/or theories, in those contexts or circumstances, to assess current situations, perhaps to formulate plans or plausible, justifiable recommendations to solve problems, or to propose new models, or to create artefacts, which may be innovative and creative, thereby demonstrating your understanding of how the boundaries of knowledge are advanced through research and/or application. This is likely to involve, for instance, the use of real world artefacts, examples and cases, the application of a model within an organisation and/or benchmarking one theory or organisation against others.

Guidance specific to this assessment:

Your work should aspire to industry standards, however, staff are aware you are a professional in training, so your ability to recognise your position on the journey to being a professional should be acknowledged. Your work should fully engage with taught and additional techniques appropriate to the task. The detail and accuracy of the preproduction folder is essential.

5. Transferable Skills for Life and Professional Practice

Your work must provide evidence of the qualities and transferable skills necessary for postgraduate-level employment in circumstances requiring sound judgement, personal responsibility and initiative in complex and unpredictable professional environments. This includes demonstrating: the independent learning ability for continuing professional development to advance existing skills and acquire new competences of a professional nature that will enable you to assume significant responsibility within organisations; that you can initiate and complete tasks, projects and procedures, whether individually and/or collaboratively, to a professional level; that you can use appropriate media to effectively communicate information, arguments and analysis in a variety of forms for a variety of audiences; fluency of expression; clarity and effectiveness in presentation and organisation. Work should be coherent and well-structured in presentation and organisation.

Guidance specific to this assessment:

Where relevant you should acknowledge skills that you have acquired and how they may be used in other situations such as good research and planning, crew etiquette, punctuality, proof reading, and recognition of standards.

LEVEL 7 ASSESSMENT SPECIFICATION

Module:	Advanced Production Skills		
Module code:	HPMF7001	Contribution to Overall Module Assessment (%):	50
Lecturer:	BA/DW	Internal Verifier:	MJ
Assignment Title:	Project Output	Word count (or equivalent):	2500eq
Submission deadline:	17/1/20	Return date of provisional marks & written feedback:	14/2/20
Submission method:	The film must be submitted via the provided Assignment Submission space on Moodle as a hyperlinked Word document to a Youtube video. Please ensure the file is correctly formatted (16:9 ratio, 1080p) and that you confirm its submission. You should also check the submission file size limit on Moodle. Late submission of the assessment will result in a late penalty mark. Penalties for late submission: Up to one week late, maximum mark of 50%. Over one week late, 0%. Only the Extenuating Circumstances Panel may approve a change to submission dates.		
Academic honesty / referencing:	Academic honesty is required. In the main body of your submission you must give credit to authors on whose research and ideas your work is based. Append to your submission a reference list that indicates the books, articles, etc. that you have used, cited or quoted in order to complete this assessment.		

Module Learning Outcomes (from module syllabus)

Upon the successful completion of this module, the student should be able to:

- Demonstrate a comprehensive understanding of film production techniques through original practice-led research and production of high quality film material.
- Demonstrate an ability to apply a knowledge of professional production methodologies, through the application of original conceptual ideas, in a short film production.

TASK DESCRIPTION

Assessment 2 (50%)

Project Output (to the equivalent of 2500 words).

Individual film of 10 minutes duration, including behind the scenes images and a practitioner's review. The film must demonstrate a cohesive expression of your production skills and interests and will be based on your preproduction material in Assessment 1.

The film must be uploaded to YouTube in 1080p format as unlisted and submitted as a hyperlink in a Word file. The film should be accompanied by production stills and screen grabs of the editing and post-production processes.

You must conform to the following guidelines for submitting your work:

Film and accompanying media-

- 1080p / 16:9
- The file(s) should be in a folder with the following label structure-
StudentNumber_ModuleCode_AssignmentNumber
(An example would be 190000_ HPMF7001_1),
- Films should be labelled clearly with the title of the production, student number and module code.
- Submission should be made via Moodle by the deadline. *Check that the exported file will fit the upload limit set by Moodle.*

GUIDANCE FOR STUDENTS IN THE COMPLETION OF TASKS

NOTE: The guidance offered below is linked to the five generic assessment criteria on the module marking proformer.

1. Engagement with Research

Your work must be informed and supported by scholarly material that is *relevant* to and *focused* on the task(s) set; you should make use of scholarly reviews and primary sources, as appropriate (for example, refereed research articles and/or original materials appropriate to the discipline). You should provide evidence that you have accessed a wide *range* of sources, which may be academic, governmental and industrial; these sources may include academic journal articles, textbooks, current news articles, organisational documents, and websites. You should consider the *credibility* of your sources; academic journals are normally highly credible sources while websites require careful consideration/selection and should be used sparingly. Any sources you use should be current and up-to-date, mostly published within the last five years or so, though seminal/important works in the field may be older. You must provide *evidence* of your research/own reading throughout your work, using correctly a suitable referencing system, including in-text citations in the main body of your work and a reference list at the end of your work.

Guidance specific to this assessment:

Your film should demonstrate a knowledge of the discipline through the application of research practices and techniques. Where relevant the work should adhere to current understanding and contexts of documentary filmmaking practices.

2. Knowledge and Understanding Skills

At level 7, you should be able to demonstrate a systematic understanding of knowledge, and a critical awareness of current problems and/or new insights, much of which is at, or informed by, the forefront of your academic discipline, field of study or area of professional practice, with a comprehensive understanding of techniques applicable to your own research or advanced scholarship. Your work must demonstrate your growing mastery of these concepts, principles, current challenges, innovation and insights associated with the subject area. *Knowledge* relates to the facts, information and skills you have acquired through your learning. You demonstrate your *understanding* by interpreting the meaning of the facts and information (knowledge). This means that you need to select and include in your work the contemporary concepts, techniques, models, theories, etc. appropriate to the task(s) set. You should be able to explain the theories, concepts, etc. meaningfully to show your understanding. Your mark/grade will also depend upon the *extent* to which you demonstrate your knowledge and understanding; ideally each should be complete and detailed, with comprehensive coverage.

Guidance specific to this assessment:

You should demonstrate your knowledge of the equipment, production methodologies, and the industry context of your work through the presentation of the final film.

3. Cognitive and Intellectual Skills

You should be able to: evaluate critically current research and advanced scholarship in the discipline; evaluate methodologies and develop critiques of them and, where appropriate, to propose new hypotheses; deal with complex issues both systematically and creatively to make sound judgements in the absence of complete data. Your work must contain evidence of logical, analytical thinking, evaluation and synthesis. For example, to examine and break information down into parts, make inferences, compile, compare and contrast information. This means not just describing what! But also justifying: Why? How? When? Who? Where? At what cost? At all times, you must provide justification for your arguments and judgements. Evidence that you have reflected upon the ideas of experts within the subject area is crucial to you providing a reasoned and informed debate within your work. Your choice of methodologies to gather data and information must be rigorously defended. Furthermore, you should provide evidence that you are able to make sound judgements and convincing arguments using data and concepts. Sound, valid,

persuasive conclusions are necessary and must be derived from the content of your work. Where relevant, alternative solutions and recommendations may be proposed.

Guidance specific to this assessment:

Your film should demonstrate the advanced productions skills required in a contemporary film context.

4. Practical Skills

At level 7, you should be able to demonstrate originality in the application of knowledge, together with a practical understanding of how established techniques of research and enquiry are used to create and interpret knowledge in the discipline. This includes acting autonomously in planning and implementing tasks at a professional or equivalent level, originality in tackling and solving problems, and decision-making in complex and unpredictable contexts or situations.

You should be able to demonstrate mastery of the leading edge subject-related concepts and ideas as they relate to real world situations and/or particular contexts. How do they work in practice? You will deploy models, methods, techniques, and/or theories, in those contexts or circumstances, to assess current situations, perhaps to formulate plans or plausible, justifiable recommendations to solve problems, or to propose new models, or to create artefacts, which may be innovative and creative, thereby demonstrating your understanding of how the boundaries of knowledge are advanced through research and/or application. This is likely to involve, for instance, the use of real world artefacts, examples and cases, the application of a model within an organisation and/or benchmarking one theory or organisation against others.

Guidance specific to this assessment:

Your work should aspire to industry standards, however, staff are aware you are a professional in training, so your ability to recognise your position on the journey to being a professional should be acknowledged. Your work should fully engage with taught and additional techniques appropriate to the task. Particular attention should be paid to the aesthetic qualities of the work including focus, camera movement, exposure, sound quality, and editing technique.

5. Transferable Skills for Life and Professional Practice

Your work must provide evidence of the qualities and transferable skills necessary for postgraduate-level employment in circumstances requiring sound judgement, personal responsibility and initiative in complex and unpredictable professional environments. This includes demonstrating: the independent learning ability for continuing professional development to advance existing skills and acquire new competences of a professional nature that will enable you to assume significant responsibility within organisations; that you can initiate and complete tasks, projects and procedures, whether individually and/or collaboratively, to a professional level; that you can use appropriate media to effectively communicate information, arguments and analysis in a variety of forms for a variety of audiences; fluency of expression; clarity and effectiveness in presentation and organisation. Work should be coherent and well-structured in presentation and organisation.

Guidance specific to this assessment:

You should demonstrate a range of skills, such as good research, planning, ethics, accuracy, and recognition of standards and conventions.

FEEDBACK

Feedback is an essential part of all education and training programmes. It helps learners to maximise their potential at different stages of training, raise their awareness of strengths and areas for improvement, and identify actions to be taken to improve performance.

Feedback can be seen as informal (for example in day-to-day encounters between teachers and students or trainees, between peers or between colleagues) or formal (for example as part of written or clinical assessment). However, there is no sharp dividing line between assessment and teaching in the area of giving feedback on learning. Feedback is part of the overall dialogue or interaction between teacher and learner, not a one-way communication.

During your studies you will therefore receive feedback in many ways, including the following:

- Dialogue between teachers and students in formal classes.
- Direct questions and responses from teachers inside and outside formal classes.
- Email correspondence between teachers and students.
- Interactions between students and teachers using the module message board on Moodle.
- Informal comments and responses to pitches and presentations in classes.
- Comments and annotations added to written submissions, such as essays and reflective journals.
- Formal written feedback in response to assignments recorded on the summative assessment module feedback forms.

You will have an opportunity to discuss your feedback with your tutor. **Feedback will be returned on assessed work within 20 working days of submission.**