

GSP209e Digital Video Content Creation

Level: 2

Credit Units: 5 Credit Units

Language: ENGLISH

Presentation Pattern: EVERY JAN

E-Learning: BLENDED - Learning is done MAINLY online using interactive study materials in Canvas. Students receive guidance and support from online instructors via discussion forums and emails. This is supplemented with SOME face-to-face sessions. If the course has an exam component, this will be administered on-campus.

Synopsis:

Videos are one of the most effective marketing tools to reach an audience. A good quality video should educate, engage and empower to reach the brand's marketing objectives.

In this module, students will learn how to apply storytelling techniques to create different types of branded content for companies. They will also have hands-on experience with professional video equipment and post-production techniques, and build a sound understanding of the entire production process from pre-production, production to post-production, as they engage in multiple roles in the production cycle.

Topics:

- Video Marketing Strategies
- Video Styles and Platforms
- Script Development
- Video Performance Evaluation
- Pre-Production Planning
- Single Camera Production
- Production Team Set Up
- Lighting Techniques
- Audio Techniques
- Professional Video Editing Software
- Video Editing Techniques and Effects
- Graphics, Motion Graphics, Sound Effects and Music
- Colour Correction

Learning Outcome:

- Evaluate strategies of video marketing
- Examine video styles and platforms used in marketing strategies
- Develop a script
- Evaluating success
- Evaluate production requirements at the planning stage
- Scout suitable locations for production
- Plan schedule for production
- Perform the various roles required in production
- Execute the techniques of single camera production
- Use basic lighting techniques to enhance image acquisition
- Use proper audio techniques for sound recording
- Use professional video editing software to edit sequences
- Apply video editing techniques and effects
- Use titles, graphics, motion graphics, sound effects and music to enhance the video
- Employ colour correction techniques to enhance video

Assessment Strategies (Evening Class):

Components	Description	Weightage Allocation (%)
Overall Continuous Assessment	PARTICIPATION 1	20
	TUTOR-MARKED ASSIGNMENT 1	30
Overall Examinable Components	ECA	50
Total		100