

# **MTD301 Audio and Video Production Techniques**

**Level:** 3

**Credit Units:** 10 Credit Units

**Language:** ENGLISH

**Presentation Pattern:** EVERY SEMESTER

## **Synopsis:**

This course covers a broad coverage of the audio and video production techniques used in the local Singapore industry, inclusive of strengths, weaknesses and applications, roles of key personnel in the industry and hands-on practice on producing audio and video feature content.

## **Topics:**

- • Introduction and Overall Perspective on Jobs in Video Production
- • Stage 1: The Idea (Project Development)
- • Equipment and Software (Lab Work)
- • Stage 2: The Plan (Pre-Production)
- • Working with the Software, Camera detail, Production Design (Lab Work)
- • Stage 3: The Shoot (Production) and Tutorial
- • Camera / Field Work / Lighting techniques
- • Stage 4: The Final Product (Post Production) & Tutorial
- • Editing Techniques
- • Breakdown and Budgets
- • Licensing, Rights, Legalities
- • Selling and Pitching

## **Textbooks:**

Cathrine Kellison: Producing for TV and New Media, A Real World Approach (e-text) 4th Elsevier  
Publisher Routledge (Focal Press), Taylor & Francis Group,  
ISBN-13: 9781000098334

**Learning Outcome:**

- Apply elements of audio and video production
- Execute pre-production steps – scriptwriting
- Appraise video production techniques - shooting, fieldwork, lighting techniques
- Solve post-production problems in audio and video editing
- Arrange suitable music tracks for the video production
- Design final production package for promotion and delivery

**Assessment Strategies (Evening Class):**

<b>Components</b>	<b>Description</b>	<b>Weightage Allocation (%)</b>
Overall Continuous Assessment	TUTOR-MARKED ASSIGNMENT 1	10
	TUTOR-MARKED ASSIGNMENT 2	10
	TUTOR-MARKED ASSIGNMENT 3	10
Overall Examinable Components	ECA	70
<b>Total</b>		<b>100</b>