

MODULE:

VIDEO PRODUCTION II

CODE:

BAJH-3-1-09

Number of Credits:

4 semester credits / 6 quarter units

Stage:

Advanced Consolidation & Specialisation (III)

Theme:

Media Skills

Assessment weighting:

Project: 100%

INTRODUCTION

This module offers an opportunity to develop a detailed working knowledge of the development and production process in the making of video projects (music videos, news items and reports, magazine/studio programmes and documentaries). With this knowledge and the opportunity to develop practical production and directional skills comes the ability to produce such programmes.

Syllabus

Discussion of the main genres to be dealt with in this module: magazine programme, music video and documentary. Pitching process and how this will happen. Examination of the main areas of responsibility on a project. Who does what – director, producer, research, production staff, camera, sound, lighting, art direction, makeup, etc (general intro). Brief overview of the film and video sphere in Ireland – what kind of work is produced. Funding opportunities.

Funding In Ireland and Europe Part 1

Exploration of the main funding bodies in Ireland with particular ref. to funding short drama, factual and television projects. Details of the process involved for: Filmbase, Arts Council, Irish Film Board, RTE, TV3, TG 4, BBC NI, UTV, sponsorship.

Developing ideas for magazine/studio programmes

Overview of magazine programmes in terms of structure, style and subject matter (Ear to the Ground, Nationwide, Cursaí Ealaine, The View, Imprint, etc). Finding and developing creative ideas in this genre. How to begin research. Collecting raw material. Where does one start and what is appropriate? Journals, personal history, news and magazines, history, internet, local and global arenas. Subject-driven v character-driven. How to decide if idea has potential – questions to ask at this stage. How to establish contacts/finding guests. Resources available on the web/IPA handbook, etc.

Funding In Ireland and Europe and Presentation of Projects Part 2

Development funding, production funding. Equity and copyright in projects. Overview of presentation of projects for funders: proposal, budget, personnel, pitching process, research materials.

Presentation of initial proposal ideas/ Research and Proposal Writing

Each student will present his/her preliminary ideas for first project (magazine programme inserts) for discussion in the class and critique (*not* a worked through proposal). Purpose of this class is to point students in right direction in terms of subject matter and modes of research prior to writing of proposal.

Initial research and writing the proposal. How to analyse subjects and material and developing strategies for production. Developing the story of the film for the purposes of the proposal. How to bring research to proposal stage. Basic requirements of proposal and how to treat them – tag line, synopsis, treatment, visual style, further research.

Documentary in Ireland, Europe and U.S.A.

Exploration of the history of documentary in Ireland and work of Irish film makers, with particular reference to John T.Davis, Liam McGrath, Sinéad O'Brien, Desmond Bell, Pat Collins, Dearbhla Walsh, Louis Marcus. Some of these film makers will present masterclasses to the students.

Examination of the parameters of documentary as a form; documentary as a social tool, as an individual point of view, as a creative treatment of actuality, as an art form, as a presence and consciousness with reference to the work of film makers such as D.A. Pennebaker and Chris Hegadus, Nick Broomfield, Erroll Morris, Joan Churchill, Kim Longinotto, Albert Maysles, Michel Lozinski, Jon Bang Carlsen, etc. Classes to be accompanied by screenings.

Development of Documentary Ideas

Students to be given guidelines to develop an idea for a short documentary to be shot and edited in this semester. Project will be chosen by competition through presentation of written proposal for project and pitching it to a selected panel of experts.

Budgets

Planning a budget. Funding institutions and their requirements. Constituent elements of a budget. Top sheet and detailed budget. Facilities Houses. Fees and rate cards. Quotes. Production crew and areas of responsibility. Accounting process throughout a production.

Individual Sessions with Students on Proposals (2)

(This is to happen before the pitching session)

Purpose of this class is to assess the quality of proposals so far and to work with students on next phase prior to the pitching session.

Pitching, Pre-production and Planning

The pitching process – general requirements and what particular institutions look for. Effective presentation of project – how to pitch proposal visually. Story development, shooting style, dramatic arc of story.

What is involved in pre-production – the most important phase of the development period.

Pre-interviews/location research/recces/

Paperwork necessary at this point – location and subject permissions, release forms, insurance.

Music Videos

Exploration of music videos from a conceptual, visual and practical point of view.

Masterclass with director who has shot a lot of music videos (possible Nial Walshe) and individual sessions with students to assist them in development of ideas for a music video to be shot this semester. This will be chosen through a competition process involving presentation of written proposal and pitching to a selected panel of experts.

Production Phase

Moving all projects that will be made this semester into pre-production and production. Individual sessions with students prior to their shoots. Purpose is to analyse, critique and advise on story and strategy for shoot and post-production.

Post-production

Editing of individual projects with the assistance of editing tutor. Exploration of the role of the producer and director and editor during this phase of the project. Working on script, music, sound effects, titles, graphics, rostrum and archive elements.