

## COURSE DESCRIPTION

### VIDEO PRODUCTION

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| <b>Course title</b><br>Video Production                                                       | <b>Kursustitel</b><br>Videoproduktion                                                                                                                                                                                                                                                                                                                                |
| <b>Exam code / Course code</b><br>BK2VI--KME/ F27BK2VIUV                                      | <b>Approved</b><br>28.04.26                                                                                                                                                                                                                                                                                                                                          |
| <b>Level and semester</b><br>BA 4th semester                                                  | <b>Field of study</b><br>Communication Design                                                                                                                                                                                                                                                                                                                        |
| <b>ECTS</b><br>12,5                                                                           | <b>Responsible</b><br>Laila Grøn Truelsen                                                                                                                                                                                                                                                                                                                            |
| <b>Exam form</b><br>Semester exam<br><br>Combination exam:<br>Oral defence and design product | <b>Assessment</b><br>7-point grading scale<br><br>The exam is an overall evaluation of the presented design product and the oral defence                                                                                                                                                                                                                             |
| <b>Censor</b><br>External                                                                     | <b>Extent/duration of exam</b><br>The duration of the total semester exam is 60 minutes:<br>20 minutes for the student's presentation<br>20 minutes for discussion<br>20 minutes for deliberation and announcement                                                                                                                                                   |
| <b>Group exam</b><br>It is not possible to take the semester exam as a group exam.            | <b>Prerequisite</b><br>As a mandatory prerequisite for participation in the exam, the student must deliver a learning portfolio for the semester before a deadline set by the study administration. The learning portfolio is not part of the exam.<br><br>Exchange students are exempt, and do not need to hand in a learning portfolio to participate in the exam. |

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#### Course objective

In this course, students will work with video production from start to finish. Creating, planning, and designing a video production is both a design challenge and a technical process, with the goal of using moving images to communicate a story and a message that is relevant, engaging, and aligned with the sender, message, medium, and audience.

The course covers the entire production process, from planning and recording to editing:

**Pre-production:** planning, research, idea development, concept creation, location selection, set and costume design, scriptwriting, storyboarding, and more.

**Production:** filming, camera operation, sound recording, lighting, directing, acting, interviews, cover shots, and more.

**Post-production:** editing, the use of cover shots and graphics, sound and image quality enhancement, post-processing such as colour correction, audio mixing, the addition of special effects, animation, titles, and typography.

**Publishing:** selecting appropriate platforms and developing the right distribution strategy.

Students will communicate messages and stories visually through professionally produced video content of various types. The course explores selected areas of video production, providing students with insight into different categories within the field. These may include advertising videos, product videos, interview videos, introduction videos, mood films, presentation videos, documentaries, instructional videos, event videos, music videos, campaign videos, profile videos, social media content, and more.

Video productions are created to meet a variety of needs, such as presenting an idea, product, service, and/or brand in order to promote, market, or sell. They may also serve to provide unique perspectives, educate or instruct audiences on topics, skills, or concepts, capture a specific atmosphere, or generate promotion, engagement, and awareness.

Students will create visual and moving-image narratives that consciously apply appropriate techniques and storytelling approaches suited to the specific type of video production.

#### Learning outcome

At the examination, the student is expected to:

Knowledge:

- *have knowledge of methods for creating visually engaging content, including the use of image composition, camera angles, lighting, and sound*
- *have knowledge of how the different phases of a video production are interconnected, from pre-production to post-production, and how they influence the final outcome*
- *have knowledge of how to adapt messages to specific target audiences and media platforms, as well as strategies for the effective distribution of video productions*

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#### Skills:

- *be able to work according to professional standards in video production, including planning, camera techniques, directing, and editing*
- *be able to create a complete video production from initial concept to final edit that communicates clearly and effectively to a defined target audience*
- *be able to use relevant software for video editing, post-production, and publishing*

#### Competences:

- *be able to select and apply appropriate visual techniques and storytelling methods that support the video's message and purpose*
- *be able to reflect on their own choices and design decisions throughout the production process, and adapt their work based on feedback and critical self-evaluation*
- *be able to combine knowledge of target audiences, messaging, and media platforms with technical skills to create relevant and engaging video productions that meet professional standards*

#### Generic learning outcome

In addition to the above-mentioned course-specific learning outcomes, the student is also expected to:

- *be able to present own research and project through an oral and visual presentation, that both explains what, why and how, and contains a reflection on the process and the concrete learning along the way*
- *be able to translate design experiments – regardless of the outcome – into learning and development of their own design practice*