CMV - VIDEO PRODUCTION (CMV)

CMV 2003 Motion Graphics (0-4-3)
Builds students' technical proficiency in the field of motion graphics by further developing skills in vector graphics, animation and video effects and by applying these skills to three well-established applications of Motion Graphics: Music Videos, Animated Info-graphics and Animated 3D Logos. Students will study Motion Graphics production pipelines from concept to execution and learn to work with shot descriptions, storyboards, 2D vector graphics video stock footage, 3D Graphics and video effects software.
Prerequisites: COM 1123

CMV 3003 Viral Video for Social Media (3-1-3)
Discussing virtal video for social media and broadcast markets. Researching the psychology and methodology behind creating clever viral videos. Discuss key benefits and challenges of Viral videos. Covers a comprehensive view of the types of viral videos and how you can use viral content to reach your target audience. Covering how to create a viral video for social media campaign, explore the power of viral video and develop the necessary skills to become a social media professional.

CMV 3503 Video Editing (2-2-3)
Introduces elementary post-production techniques and the history and theory of editing through critical analysis and discussion of selected examples. Using industry-standard software and tools, familiarises students with the hands-on editing exercises and assigned projects, skills and post-production techniques, including sound mix and colour grading.
Prerequisites: CMV 3513

CMV 3513 Production Skills I (0-4-3)
Introduces essential elements of professional video production with an emphasis on visual literacy, storyboarding, shot composition, framing and shot types. Applies the proper use of sound, appropriate selection of microphones and lighting equipment. Students create a video production (such as a P.S.A., information piece, or news item) and critique their own work and the work of others.
Prerequisites: COM 1123

CMV 4003 Film and Video Distribution and Marketing (3-1-3)
Distribution, Marketing and Presentation introduces students to the skills necessary to support and enhance the student's artistic career in the film and video production industry. The subject focuses on presenting themselves and their short video works to the audience at large via a variety of distribution platforms, marketing and publicity strategies.

CMV 4013 Screen Culture (3-1-3)
Screen Culture will introduce basic approaches to the main canons and genres of cinema; the codes, conventions and narrative structures, from the silent era to contemporary cinema and film as art. Through exploring a diverse range of cinematic approaches and styles, the work of cinema innovators is highlighted. Students will develop their own vocabulary and cinema aesthetic to apply to their projects by reflecting critically on their own production work and the work of fellow students.
Prerequisites: CMV 3513

CMV 4103 Production Skills II (3-1-3)
Students extend video production skills with the introduction of additional creative concepts and technical skills. Working in small teams in different roles, learning new skill sets, including crew hierarchy, set procedures, budgets and realistic production schedules. The emphasis of the course is on enhancing technical and creative abilities in different phases of production. Students produce single camera productions working as a cohesive unit. The Adobe Certified Associate (ACA) Video Communication Using Adobe Premier is embedded in this course.
Prerequisites: CMV 3513

CMV 4203 Video Scriptwriting (3-1-3)
Students will examine the advantages and limitations of writing for the screen through lectures, group discussions and film screenings. Students undertake short writing exercises, learning how to write loglines, treatments and scripts using industry standard software for both narrative and documentary productions.

CMV 4613 Short Video Production (4-0-3)
Through a collaborative process, explores visual storytelling in narrative format at all stages of a video production - from concept to distribution of the finished project. The course Initiates the creative processes of brain-storming, visual storytelling, guiding/directing actors, and choreographing the best possible shots and camera movements for visual conveyance of a story.

CMV 4713 Documentary (4-0-3)
Develops concepts and skills for producing, shooting, lighting, sound gathering and editing for documentary production. Enhances technical skills in operation of video equipment, set location lighting solutions, sound recording equipment and utilise editing systems to produce a cinematic documentary to convey emotion and meaning. Generates professional competencies by focusing on evaluation techniques to improve storytelling skills, creative decision-making, and creating proposals for funding a project needed to work as in the industry.

CMV 4803 Advanced Edit and Effects (3-1-3)
Explores creative possibilities for non-linear video editing, including aesthetics, composition (both music and sound design), titles design, compositing and special effects. Analyses different approaches to editing exploring impact on viewers . Integrates the theory of editing with hands-on experience by including a series of short practical components.

CMV 4806 Final Project - Video Production (0-9-6)
Integrates all the skills, competencies and knowledge students have learned in Video Production to accomplish a project of industry standard. Brings together professional, creative and critical approaches to conceptualise, research, plan, develop, execute and evaluate an original and independent project, which will be subjected to peer and industry review.
Prerequisites: COM 2313