

Short Title:	Media Production 1 APPROVED
Full Title:	Media Production 1

Module Code:	RDPR H3005
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Credits:	5
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Field of Study:	Marketing and advertising
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Module Delivered in	2 programme(s)
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Reviewed By:	GLENN MEHTA
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Module Author:	Garret Daly
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Module Description:	This module introduces students to the basic technical, procedural, production and artistic skills of media production, including video location and post production techniques audio recording and editing.
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Learning Outcomes

<i>On successful completion of this module the learner will be able to:</i>	
LO1	Understand the codes and conventions of the audio visual medium including TV, radio and social media broadcasting.
LO2	Competently practice basic location recording methods.
LO3	Research, script, present, edit and produce a video packages and radio advertisements.

Module Content & Assessment

Course Work				
<i>Assessment Type</i>	<i>Assessment Description</i>	<i>Outcome addressed</i>	<i>% of total</i>	<i>Assessment Date</i>
Continuous Assessment	Radio Station Analysis - identify a genre of programmes across a range of radio stations currently being received within the region and analyse how the genre changes from station to station.	1	10.00	Week 3
Project	Creation, scripting and production of a radio advertisement.	2,3	40.00	Week 6
Continuous Assessment	Technical Analysis - The overall aim of the assignment is to further develop your appreciation and awareness of the construction of everyday radio adverts by reviewing their codes and conventions and technical elements	1	15.00	Week 8
Project	Research, script, produce and post produce a short video production package	2,3	35.00	Sem 1 End

No End of Module Formal Examination

TU Dublin – Tallaght Campus reserves the right to alter the nature and timings of assessment

Module Workload

Workload: Full Time				
<i>Workload Type</i>	<i>Workload Description</i>	<i>Hours</i>	<i>Frequency</i>	<i>Average Weekly Learner Workload</i>
Lecture	The techniques of Media Production: the basic skills of location recording, utilising the recording equipment for basic recording, editing and mixing. Understanding Final Cut Pro. Basic microphone and camera techniques using Rhode microphones and Panasonic Cameras.	1.50	Every Week	1.50
Lecture	The Art of Media Production: the skills, qualities, procedures and responsibilities of a media Producer, and those required to produce copy for a video/radio advertisement.	1.50	Every Week	1.50
Total Weekly Learner Workload				3.00
Total Weekly Contact Hours				3.00

Workload: Part Time				
<i>Workload Type</i>	<i>Workload Description</i>	<i>Hours</i>	<i>Frequency</i>	<i>Average Weekly Learner Workload</i>
Lecture	No Description	2.00	Every Week	2.00
Total Weekly Learner Workload				2.00
Total Weekly Contact Hours				2.00

Module Resources

Required Book Resources

McLeish, Robert 2005, *Radio Production*, 6th edition Ed., Focal Press

Gerald Millerson, Jim Owens., *Video Production Handbook, Fourth Edition*, Fourth Ed., All, Focal Press Amazon [ISBN: 0240520807]

Breslin, Jan Roberts 2018, *Making Media*, 4th Ed., Focal Press

Johnson, Kirsten, Radosh, Jodi 2017, *Shoot, Edit, Share. Video Production for Mass Media, Marketing, Advertising and Public Relations*, 1 Ed., Focal Press

Hendricks, John Allen 2017, *The Radio Station*, 10th Ed., Focal Press

This module does not have any article/paper resources

Other Resources

Website: Broadcasting Authority of Ireland 2018, *BAI*, Online
<http://www.bai.ie>

Module Delivered in

Programme Code	Programme	Semester	Delivery
TA_BAMCO_B	<u>Bachelor of Arts (Honours) in Advertising & Marketing Communications</u>	5	Mandatory
TA_BAMCO_D	<u>Bachelor of Arts in Advertising and Marketing Communications</u>	5	Mandatory