



Module Specification

Audio-Visual Production

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Part 1: Information

Module title: Audio-Visual Production

Module code: UFCFD6-30-3

Level: Level 6

For implementation from: 2023-24

UWE credit rating: 30

ECTS credit rating: 15

Faculty: Faculty of Environment & Technology

Department: FET Dept of Computer Sci & Creative Tech

Partner institutions: None

Field: Computer Science and Creative Technologies

Module type: Module

Pre-requisites: None

Excluded combinations: None

Co-requisites: None

Continuing professional development: No

Professional, statutory or regulatory body requirements: None

Part 2: Description

Overview: Not applicable

Features: Not applicable

Educational aims: This module aims to equip students with the technical and professional skills required for audio-visual production in a commercial digital media environment. Emphasis will be given to the process of design and production and to

the integration of audio and visual elements to produce products of a professional standard.

Outline syllabus: The syllabus includes:

Development and production:

Issues to be considered during the pre-production, production and post-production phases for linear and non-linear productions; processes, practice and standards

Pitches and reviews; creative team-working and dispute resolution

Design methodologies

Production planning, workflows and pipelines; asset management and tracking; test strategies, version control

Production technologies:

Asset acquisition: video and audio components, spatial and temporal resolution, colour depth, capture and display technologies

Particle effects, scripting, 2D/3D animation, rigging, procedural generation, physics, GPU/shader work

Compositing, masking, matting, chroma key, colour grading and motion graphics; conversion and composition of 'out of scope' assets

Audio synthesis; event driven sound, digital capture technologies; the importance of audio on the reception of image, Foley and effects

Sound integration, edit process, sound design, ADR, soundtrack and rendering

Hardware limitations, performance issues and their resolution, digital obsolescence,

codecs, streaming, bandwidth constraints, media/storage and accessibility;
compression, containers, formats and standards

Production management:

Managing creativity; managing client expectations; production budgeting

Marketing and distribution; IP, licencing and localisation issues

Post-mortem reporting

Part 3: Teaching and learning methods

Teaching and learning methods: Taught material specific to key technical challenges and conceptual topics will be presented through lectures and seminars with conceptual content delivered towards the start of the module and technical content throughout. Staff and students will contribute seminars.

Students will be required to work in groups on a given AV production brief towards which they must formulate a production plan and make an associated pitch. The plan is subject to approval by the module leader. Once approved, the group must develop the agreed content. The whole group will be involved in the key aspects of technical practice when working towards submission of the finished product.

Students will work on their project in a studio environment, adopting collaborative methodologies, introducing innovations as required and undertaking a technical approach throughout. Support will be provided through practical sessions, with teaching staff taking on industry roles and overseeing the development of products.

Contact Hours:

Activity (hours):

Contact time 72

Assimilation and development of knowledge 148

Presentation preparation 20

Portfolio preparation 60

Total study time 300

Module Learning outcomes: On successful completion of this module students will achieve the following learning outcomes.

MO1 Apply industry quality production practices in the creation of digital audio-visual compositions

MO2 Acquire audio and video assets recognising the limitations of resolution for production processes and delivery technologies

MO3 Use digital compositing techniques to create complex visual effects and integrate sound assets in an audio-visual production

MO4 Select appropriate formats, codecs, and compression algorithms to optimise media quality and performance for different distribution channels

MO5 Evaluate critically the issues involved in industry production processes and their management

Hours to be allocated: 300

Contact hours:

Independent study/self-guided study = 228 hours

Face-to-face learning = 72 hours

Total = 300

Reading list: The reading list for this module can be accessed at [readinglists.uwe.ac.uk](https://uwe.rl.talis.com/modules/ufcfd6-30-3.html) via the following link <https://uwe.rl.talis.com/modules/ufcfd6-30-3.html>

Part 4: Assessment

Assessment strategy: Formative assessment:

Feedback is offered throughout the module in the studio sessions where individual students and groups are encouraged to demonstrate and evaluate their work, and discuss progress with staff regularly.

Summative assessment:

The AV product forms the subject of a presentation by the group where they are expected to explain the reasons for the production decisions taken and highlight their means of integrating the various AV components.

The presentation is followed by a technical Q and A session where each student in the group is expected to highlight key technical aspects of their contribution to the finished product. The presentation and Q and A sessions are 20-30 minutes per group.

The portfolio deliverables include both media and production components and a range of industry standard supporting documentation. The media components produced by each group should consist of at least 100 seconds of audio-visual footage. Planning, pre-production documentation and supporting production materials should contribute to the portfolio.

The portfolio should include an individual project evaluation document (approximately 2000 words) that places the AV product in context (client, funding, distribution), demonstrates an awareness of alternative approaches that could have been employed in its production, and critically evaluates the performance of the project team against current professional practice.

Assessment tasks:

Portfolio (First Sit)

Description: Portfolio: Group and individual elements

Weighting: 70 %

Final assessment: No

Group work: Yes

Learning outcomes tested: MO1, MO2, MO3, MO4, MO5

Presentation (First Sit)

Description: Group Presentation

Weighting: 30 %

Final assessment: Yes

Group work: Yes

Learning outcomes tested: MO1, MO2, MO3, MO4

Portfolio (Resit)

Description: Portfolio: Group and individual elements

Weighting: 70 %

Final assessment: No

Group work: Yes

Learning outcomes tested: MO1, MO2, MO3, MO4, MO5

Presentation (Resit)

Description: Group Presentation

Weighting: 30 %

Final assessment: Yes

Group work: Yes

Learning outcomes tested: MO1, MO2, MO3, MO4

Part 5: Contributes towards

This module contributes towards the following programmes of study:

Digital Media [SHAPE] BSc (Hons) 2023-24

Digital Media [Sep][FT][Frenchay][3yrs] BSc (Hons) 2021-22

Digital Media {Foundation}[Sep][FT][Frenchay][4yrs] BSc (Hons) 2020-21

Digital Media [Sep][SW][Frenchay][4yrs] BSc (Hons) 2020-21

Digital Media {Foundation}[Sep][SW][Frenchay][5yrs] BSc (Hons) 2019-20