

**The Danish School of Media and Journalism**  
**MPL – Media Production and Management**  
**Course description**  
**Spring semester 2016**

**Course: Video Production Management**

**ECTS:** 10 (6 weeks)

**Aims:**

Motion pictures are growing in importance in a number of digital media industries. In this course we prepare students for project management and production management in the traditional TV- and film industry, as well as video production for the web and mobile media.

The students will learn about the phases in a typical workflow and value stream, from planning to production and distribution. This includes planning and budgeting, production and post-production, legal issues and distribution.

The course also includes a hands-on workshop on producing video content for the web.

**Tools:** Microsoft Word, Microsoft Excel, video editing software

**Methods:** Lectures, workshops and group work

**Learning outcomes:**

Students are expected to achieve knowledge about:

- The Scandinavian film and TV industries
- Types of video production: Film, TV and corporate video
- The value chains in video production
- The roles and skills necessary for the various positions in TV production, in pre-production, production and post-production
- The importance of metadata and Digital Asset Management

Students are expected to achieve the following skills:

- Basic use of video editing software

Students are expected to achieve an understanding of:

- How to manage complex video workflows

**Literature**

Books:

- Linda Stradling: Production Management for TV and Film. The Professional's Guide. Bloomsbury 2014. ISBN 978-1-4081-2180-1. Paperback or e-book.

Additional e-learning courses will be made available during the course.

**Attendance**

Students are expected to attend all classes. Participation in the project assignments is mandatory.

## Grading

The course is graded by the Danish grading system, the 7-point Scale, which is transferred into the international ECTS scale: A-F, with internal censorship.

The final grade is calculated as follows:

- 50% is determined by the grade given to an written assignment
- 50% is determined by the grade given to a group project

## Study activity:

