

The Danish School of Media and Journalism
MPL – Media Production and Management
Course description
Spring semester 2018

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, and distribution.

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

Tools: 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: Structure, funding and value chains
- Production management in video production

Students are expected to achieve the following skills:

- Basic use of a camera kit and video editing software
- Use of Excel for budgeting and scheduling video productions

Students are expected to achieve an understanding of:

- How to manage complex video workflows

Literature

Books:

- Stradling, L. (2010). Production Management for TV and Film. The Professional's Guide. London: Bloomsbury. ISBN 978-1-4081-2180-1.

Articles and reports available through Moodle:

- Doyle, G. (2016). Digitization and Changing Windowing Strategies in the Television Industry: Negotiating New Windows and the World. *Television & New Media*
- Gude, D. (2017). How do we produce more, and faster?
- Küng, L. (2008). Strategic Management in the Media. London: Sage Publications. Excerpt: Pages 17-25, 49-59
- Sandstad, B. B. (2017). TV Production: Roles and responsibilities

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 a written assignment (solved in groups with individual assessment)
- 50% is determined by the grade given to a project assignment (solved in groups with individual assessment)

Study activity:

