

The Danish School of Media and Journalism
MPL – Media Production and Management
Course description
Spring semester 2017

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, 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
- 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

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:

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

Additional e-learning courses will be made available in Moodle.

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 video project

Study activity:

