**The Danish School of Media and Journalism**
**MPL – Media Production and Management**
**Course description**
**Spring semester 2019**

**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 production process for TV content, including funding and industry 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 spreadsheets 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. (2018). TV Production: Roles and responsibilities

Students should also bring their own wired headset and an USB harddrive for the video editing sessions.

**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:**

Initiated by: Lecturer

- Scheduled teaching
- Assignments
- Guidance and supervision
- Project presentations
- **Totally approx. 60 hours**

- Project assignments
- **Totally approx. 140 hours**

Scheduled activities approx. 25 %

Assignments and projects approx. 55 %

Participation from: Lecturer & Students

Participation from: Students

Other activities approx. 5 %

Self studies and preparation approx. 15 %

- Student initiated activities
- **Totally approx. 10 hours**

- Literature
- Study groups
- Research
- **Totally approx. 40 hours**

Initiated by: Students