

**Danmarks School of Media and Journalism**  
**Visual Communication – Field of Study: Photographic Communication**  
**Subject Description**  
**Spring 2017**

**4th Semester**

**Course: Moving Pictures II**

**ECTS:10**

**Purpose:**

The course will enable students to create and produce narratives in moving pictures to a given context across media platforms. At an advanced level, they will be able to use relevant cameras and technologies along with sound and editing as a prerequisite for creating aesthetic, moving pictures and emotional narratives. Additionally, students will get to know, understand, and train the basic elements in effective communicative campaign films with a focus on the original idea and the cinematic and photographic devices. They will become familiar with the creative process included in the development of the linear narrative, with focus on target groups and receiver oriented communication. Additionally, they will be given an insight into budgets and will be introduced to copyright in relation to campaign films.

**Central course elements**

- Camera technology
- Media-specific lighting
- Sound techniques and the importance of sound design
- Use of graphic elements in moving pictures
- Genre understanding, including research, casting and storytelling in campaign films
- Pre-production, production, and post-production

**Students will:**

- Try out relevant camera technologies
- Light on location and subsequently, colour grade
- Experiment with different types of microphone and then process the sound recordings
- Train concept development, research methods and treatment
- Become acquainted with the medium's basis genres and dramaturgy through the analysis of cinematic devices
- Edit graphic elements in relation to a given narrative

**Learning outcomes**

On completion of the course, students will have an insight into, and knowledge of:

- Camera and sound technology, and the significance of editing software for storytelling in moving pictures.
- Workflow around the production of moving pictures.
- Basic dramaturgy and audio-visual devices connected with storytelling in moving pictures.

On completion of the course, students will be able to:

- Plan and adjust the workflow when producing moving pictures.
- Create simple narratives in moving pictures founded on an awareness of the medium's devices and dramaturgy.
- Apply relevant sound, camera, and editing technologies to produce moving pictures.

### **Tools**

Film analysis, dramaturgy, camera technology, microphone, video editing software, interviewing techniques, planning and adjusting workflow.

### **Qualities**

Desire to learn, openness, reflection on process and product.

### **Methods**

The course is a combination of lectures, class instruction, groupwork, self-study, tutorials and doing exercises and assignments. The emphasis during the course, is on coaching, feedback and self-reflection

### **Teaching aids**

Tutorials in Lynda.com, including Final Cut Pro X essential training, DSLR video tips, Color Correction in FCP X.

Jan Bacher Dirchsen, 'Et spørgsmål om tillid' (A question of trust) (2011), On Casting p. 30-54, p. 110-121

### **Attendance**

Students are required to attend all scheduled classes. They are also required to participate in exercises, groupwork, feedback and follow-ups.

### **Assessment**

To pass the course, all assignments must have been duly submitted and approved and the student must have been active and met the requirements on attendance and participation.

### Study activity model:

