

Danmarks School of Media and Journalism
Visual Communication – Field of Study: Photographic Communication
Subject Description
Spring 2020

4th Semester

Course: Moving Pictures

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 design 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 films with a focus on an original idea. They will become familiar with the creative process included in engaging documentary storytelling and in the development of a linear narrative, with focus on target groups and receiver oriented communication. Awareness and ability to choose the right cinematic style and visual storytelling related to communicative behavior design.

Additionally, they will be given an insight into production budgets.

Central course elements

- Camera technology
- Media-specific lighting
- Sound techniques, awareness and the importance of sound design
- Use of moving graphic elements together with moving images.
- 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 studio, and subsequently colour grade.
- Edit graphic motion elements in relation to a given narrative.
- Use different software to specific visual tasks.
- 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 basic genres and dramaturgy through the analysis of cinematic devices.

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.
- Higher level of 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, microphones, video editing software, videoeffect 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 Linkedin.com and Youtube, regarding cinematic moviemaking, essential training in FCPX, Adobe Premiere Pro, After Effects and Color grading tools.

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:

