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| Module Title: | Introduction to Production |
| Language of Instruction: | English |
| Credits: | 5 |
| NFQ Level: | 6 |
| Module Delivered In | 2 programme(s) |
| Teaching & Learning Strategies: | A strong emphasis will be placed on active learning in this module. A combination of tutorials, practical exercises and project-based assessment will be employed. Students will be expected to participate in group work where appropriate. |
| Module Aim: | The aim of this module is to provide an introduction to the production process. Beginning with creative photography, students will progress towards basic video camera work. It will provide a strong foundation in professional camera skills. |
| Learning Outcomes | |
| <i>On successful completion of this module the learner should be able to:</i> | |
| LO1 | Show an understanding of the fundamentals of digital photography - including ISO, aperture and shutter speed. |
| LO2 | Demonstrate the technical skills required to capture creative images. |
| LO3 | Display a basic technical competence in capturing video footage. |
| LO4 | Exhibit the ability to work within a group to achieve a common goal. |
| Pre-requisite learning | |
| Module Recommendations <i>This is prior learning (or a practical skill) that is recommended before enrolment in this module.</i> | |
| No recommendations listed | |
| Incompatible Modules <i>These are modules which have learning outcomes that are too similar to the learning outcomes of this module.</i> | |
| No incompatible modules listed | |
| Co-requisite Modules | |
| No Co-requisite modules listed | |
| Requirements <i>This is prior learning (or a practical skill) that is mandatory before enrolment in this module is allowed.</i> | |
| No requirements listed | |

Module Content & Assessment
Indicative Content
Creative Digital Photography

Students will be taught creative digital photography techniques. On completion, they will understand the elements of exposure - ISO, aperture and shutter speed. They will also be taught how to manually and automatically focus and white balance their camera. Through continual assessment, students will exhibit their creativity and understanding of the technical skills required to achieve aesthetically pleasing creative images.

Video Camera Work

Following from the foundations laid in digital photography, students will progress towards video camera work. They will understand the basic functions of the camera and learn to achieve balanced exposure, sharp focus and appropriate white balance.

Production - Theory

Students will acquire an understanding of the elements of moving shots. Composition, camera movements and framing will all be clearly understood, with professional terms used and understood.

| Assessment Breakdown | % |
|----------------------|--------|
| Project | 50.00% |
| Practical | 50.00% |

Special Regulation

Each assessment will examine specific Learning Outcomes. If a student fails to pass a certain assessment, they will be required to submit an assignment that examines the appropriate learning outcome.

Continuous Assessment

| Assessment Type | Assessment Description | Outcome addressed | % of total | Assessment Date |
|-----------------------|-------------------------------------------------------------------------------------|-------------------|------------|-----------------|
| Exhibition Evaluation | Students' competence with creative digital photography techniques will be assessed. | 1,2 | 50.00 | n/a |

Project

| Assessment Type | Assessment Description | Outcome addressed | % of total | Assessment Date |
|-----------------|------------------------------------------------------------------------------------------------------------------------------|-------------------|------------|-----------------|
| Project | Students will be assessed in relation to their video production skills. Students may be required to work as part of a group. | 3,4 | 50.00 | Week 11 |

No Practical

No End of Module Formal Examination

SETU Carlow Campus reserves the right to alter the nature and timings of assessment

Module Workload

| Workload: Full Time | | |
|----------------------------|------------------|----------------------------------------|
| <i>Workload Type</i> | <i>Frequency</i> | <i>Average Weekly Learner Workload</i> |
| Tutorial | Every Week | 1.00 |
| Laboratory | Every Week | 2.00 |
| Independent Learning Time | Every Week | 1.00 |
| Total Hours | | 4.00 |

Module Delivered In

| Programme Code | Programme | Semester | Delivery |
|----------------|--------------------------------------------------------------------------|----------|-----------|
| CW_EETVM_B | Bachelor of Science (Honours) in TV and Media Production | 1 | Mandatory |
| CW_EETVM_D | Bachelor of Science in TV and Media Production | 1 | Mandatory |