

ADDON COURSE 2023-24
AUDIO AND VIDEO PRODUCTION

Duration: 30 Hours

Course code: JOR-AVP

Course Description:

This course provides an introduction to the principles and techniques of audio and video production. Students will learn the fundamentals of capturing, editing, and producing audio and video content for various purposes, including entertainment, journalism, marketing, and education. Through hands-on projects and practical exercises, students will develop skills in camera operation, audio recording, video editing, and post-production.

Course Objectives:

1. Understand the basic principles of audio and video production.
2. Gain proficiency in operating cameras and audio recording equipment.
3. Learn techniques for capturing high-quality audio and video footage.
4. Develop skills in video editing and post-production using digital editing software.
5. Explore different genres and styles of audio and video content production.
6. Apply creative storytelling techniques to audio and video projects.
7. Collaborate effectively in a team-based production environment.

Module 1: Introduction to Audio Video Production

06 Hours

- Overview of the production process
- Role of the producer, director, and crew members
- Introduction to equipment and software

Camera Operation and Composition

- Camera anatomy and functions
- Exposure settings (aperture, shutter speed, ISO)
- Composition techniques and framing

Module 2:

06 Hours

Audio Recording Techniques

- Microphone types and characteristics
- Recording environments and acoustics
- Basic audio mixing and levels

Lighting for Video

- Fundamentals of lighting design
- Three-point lighting setup
- Techniques for achieving desired mood and atmosphere

Module 3:

08 Hours

Video Editing Basics

- Introduction to video editing software (e.g., Adobe Premiere Pro, Final Cut Pro)
- Importing and organizing footage
- Basic editing techniques (cutting, trimming, transitions)

Advanced Video Editing Techniques

- Adding effects and transitions
- Colour correction and grading
- Sound design and audio editing



Module 4:

08 Hours

Production Management

- Roles and responsibilities on set
- Time management and scheduling
- Communication and collaboration

Documentary Production

- Documentary storytelling techniques
- Interviewing skills and techniques
- Ethical considerations in documentary filmmaking

Narrative Filmmaking

- Elements of narrative storytelling
- Character development and arc
- Directing actors and blocking scenes

Textbook:

"Producing for TV and New Media: A Real-World Approach for Producers" by Cathrine Kellison

References:

1. "The Visual Story: Creating the Visual Structure of Film, TV, and Digital Media" by Bruce Block
2. "In the Blink of an Eye: A Perspective on Film Editing" by Walter Murch

