

Module specification

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Refer to the module guidance notes for completion of each section of the specification.

Module code	ARD486
Module title	Fundamentals of Digital Editing
Level	4
Credit value	20
Faculty	Department of Publishing and Media, CBVC
Module Leader	Xiaoqing LIU
HECoS Code	100048 - Design
Cost Code	GDAC

Programmes in which module to be offered

Programme title	Is the module core or option for this programme
DipHE Graphic Design and Multimedia	Core

Pre-requisites

Audio-Visual Language (Level 3, CBVC)

Digital Photography and Video Technology (Level 3, CBVC)

Breakdown of module hours

Learning and teaching hours	36 hrs
Placement tutor support	0 hrs
Supervised learning e.g. practical classes, workshops	0 hrs
Project supervision (level 6 projects and dissertation modules only)	0 hrs
Total active learning and teaching hours	36 hrs
Placement / work based learning	0 hrs
Guided independent study	164 hrs
Module duration (total hours)	200 hrs

For office use only	
Initial approval date	21 October 2022

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With effect from date	October 2021
Date and details of revision	
Version number	1

Module aims

This module aims to develop advanced working capacity in video and audio editing and production and equip the students with the knowledge and skills necessary to work like video and audio editing professionals in the industry. It teaches approaches, techniques, and styles of video editing used extensively in mass communication. The module will then emphasise understanding narrative editing strategies and how the strategies are applied in mass communication video projects. Students will work on exercises and class assignments to get familiar with various approaches, techniques, and video editing styles. They will have an opportunity to apply the knowledge and skills learned in class to a video production project to integrate the shooting techniques and video editing concepts and strategies.

Module Learning Outcomes - at the end of this module, students will be able to:

1	Demonstrate knowledge and skills of narrative editing strategies and the approaches, techniques, and styles of video editing used in mass communication.
2	Manage video continuity through editing.
3	Apply elements of narrative editing strategies including rhythm, pacing, point-of-view, screen direction, and matching cuts.
4	Produce videos in various platforms (PC and Mac) and formats (such as television broadcasting, online and DVD)

Assessment

Indicative Assessment Tasks:

Assessment for this module will have two components: assignments and projects.

Assignment: Students will work in teams to edit 2 videos that the total running time should not extend beyond 2 or less than 1 minutes by given topics and video materials in lectures.

Final project: Students will work in teams to shoot and edit a video that the total running time should not extend beyond 5 or less than 3 minutes by a subject of interest.

Assessment number	Learning Outcomes to be met	Type of assessment	Weighting (%)
1	2, 3	Assignments (2 videos, 1–2 minutes each)	45%

2	1-4	Project (1 video, 3-5 minutes)	55%
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Grade Definition

A = 90% – 100%

B = 80% – 89%

C = 70% – 79%

D = 60% – 69%

F = 0% – 59%

Derogations

N/A

Learning and Teaching Strategies

The module will utilise various teaching methods, including lectures, in-class discussions, workshops in non-linear editing lab, projects, quizzes, video editing practices in non-linear editing labs, and readings. There will be much hands-on work in this module. Student participation and interaction are highly encouraged and expected.

The non-linear editing lab will be the primary place for students to study the module. However, students will also be persuaded to equip laptops with convenient access to various digital editing software. Softwares will be distributed in class.

Indicative Syllabus Outline

Part I: characteristics and classification of media technology (1.1 concept of media technology; 1.2 classification and application of media technology)

Part II: audio-visual language (2.1 pictures; 2.2 colour; 2.3 the composition; 2.4 the light; 2.5 lens language)

Part III: photography and Cinematography (3.1 photography and Cinematography skills; 3.2 video shooting; 3.3 camera and camera technology)

Part IV: the connection between the picture language and the lens (4.1 the grasp of the rhythm of the lens 4.2 the elements of motion editing; 4.4 montage lens)

Part V: application of media technology (5.1 application and communication of video media; 5.2 Application and development of new media digital media 5.3 creative aesthetics and conception of media technology)

Indicative Bibliography:

Essential Reads

Chen, X., 2007. *Media art and Design*. Higher Education Press.

Zeng, X., 2019. *The Art of Digital Film Editing*. Beijing: Peking University Press.

Other indicative reading

O'Steen, B., 2009. *The Invisible Cut: How Editors Make Movie Magic*. Michael Wiese Productions.

Employability skills – the Glyndŵr Graduate

Core Attributes

Enterprising

Creative

Ethical

Key Attitudes

Commitment

Curiosity

Resilience

Confidence

Adaptability

Practical Skillsets

Organisation

Leadership and Team working

Critical Thinking

Emotional Intelligence