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

| Module Code: | ARPHF501 |
|---|---|

| Module Title: | Post-production Techniques |
|---|---|

| Level: | 5 | Credit Value: | 20 |
|---|---|---|---|

| Cost Centre(s): | GAAP | JACS3 code:<br>HECoS code: | W212<br>100375 |
|---|---|---|---|

| Faculty | FAST | Module Leader: | Dr Jo Clements |
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| Scheduled learning and teaching hours | 30 hrs |
|---|---|
| Placement tutor support | Click here to enter hours.hrs |
| Supervised learning e.g. practical classes, workshops | 10 hrs |
| Project supervision (level 6 projects and dissertation modules only) | Click here to enter hours. hrs |
| **Total contact hours** | **40** hrs |
| Placement / work based learning | |
| Guided independent study | 160 hrs |
| **Module duration (total hours)** | 200 hrs |

| Programme(s) in which to be offered (not including exit awards) | Core | Option |
|---|---|---|
| BA (Hons) Photography and Film | ✓ | |

| Pre-requisites |
|---|
| N/A |

| **Office use only** | |
|---|---|
| Initial approval:    30/03/2020 | Version no:1 |
| With effect from:    01/09/2021 | |
| Date and details of revision: | Version no: |

## Module Aims

- To familiarise students with professional editorial decision making, culminating in the creation of photography and film manipulations, media and techniques.

- To extend technical skills and practice in relation to the subject matter being explored.

- To explore forms of visual imagery, narrative and non-narrative, through still and moving image.

- To explore the relationship between the photographer, filmmaker and audience.

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

| | |
|---|---|
| 1 | Evaluate current trends in analogue and digital media post-production practices. |
| 2 | Demonstrate extended technical skills and techniques using physical manipulations or appropriate software in solving communication problems. |
| 3 | Identify practioners that inform current, image post-production techniques to produce work using either narrative or nonlinear forms of communication. |
| 4 | Analyse and evaluate various methods of media and communication in relation to target audiences/viewers. |

| Employability Skills<br>The Wrexham Glyndŵr Graduate | I = included in module content<br>A = included in module assessment<br>N/A = not applicable |
|---|---|
| *Guidance: complete the matrix to indicate which of the following are included in the module content and/or assessment in alignment with the matrix provided in the programme specification.* | |
| **CORE ATTRIBUTES** | |
| Engaged | I/A |
| Creative | I/A |
| Enterprising | I |
| Ethical | I |
| **KEY ATTITUDES** | |
| Commitment | I/A |
| Curiosity | I |
| Resilient | I |
| Confidence | I/A |
| Adaptability | I |
| **PRACTICAL SKILLSETS** | |
| Digital fluency | I/A |
| Organisation | I/A |
| Leadership and team working | I |
| Critical thinking | I/A |
| Emotional intelligence | I/A |
| Communication | I/A |

| **Derogations** |
| --- |
| *N/A* |

| **Assessment:** |
| --- |

| Indicative Assessment Tasks: |
| --- |

Formative assessment will take place during group critiques with student participation and in individual tutorials that will take place prior to Christmas. Students will be assessed on the presentation of concepts, experimentations and production of final work. They will also be expected to develop a reflective blog / journal that evidences their research, investigation of ideas and practitioners in the field and a critical evaluation of their work for this module. Assessment will also take into consideration their attendance, participation and performance during lectures, seminars, and workshops for the overall module. Individual summative assessments will take place at the end of the module.

In assessing the learning outcomes, a variety of factors will be taken into account, these include:

- Experiential learning and conceptual development of traditional and contemporary post-production techniques in photography and film.
- The appropriate use of media and techniques.
- Research and investigation of narrative and/or non-narrative forms of communication within photography and film disciplines.
- Communication of narrative or nonlinear solutions to assignments.
- Presentation and evaluation of final piece.

| Assessment number | Learning Outcomes to be met | Type of assessment | Weighting (%) |
| --- | --- | --- | --- |
| 1 | 1-4 | Coursework | 100 |

| **Learning and Teaching Strategies:** |
| --- |

Key lectures will examine forms of communication, narrative and non-narrative forms of expression within Photography and Film. Students will be introduced to new techniques and challenges using analogue and digital processes and may interpret problem solving solutions in a number of directions using a variety of media and methods. Emphasis will be placed on research and analysis from critical and contextual viewpoints.

Students will synthesise subject matter and determine the approach and structure of their concepts in answer to assignments. They will consider the relationship between target audience/viewer and what is being communicated. Practical studio work will involve art, design and production through to finished presentation. Students will make formal presentations of their work to their tutors and peer group for critical analysis. Emphasis will focus on the effectiveness of communication through narrative and nonlinear forms.

Students will be encouraged to discuss the formulation of solutions in dialogue with peers and tutors. They will organise and manage their work, developing work schedules and documenting work on their reflective blogs / journals.

**Syllabus outline:**

This module broadly introduces students to new and more challenging areas of practice that will encourage the utilisation of advancements in new technology in the outcome of their work. Outcomes will be differentiated from assignments set within each Design programme.

Ideas will be explored and developed creatively to produce designs that will demonstrate creative thinking as well as extending practice through using advanced software techniques in the production process.

Students will investigate narrative and non-narrative forms of design communication with consideration to the power of communication and conveyance of meaning to the viewer. This will include conventions of narrative, but also more abstract meanings and messages that emerge from the juxtaposition of images.

**Indicative Content:**

Exploring post-production techniques such as:

- Image compositing and manipulation
- Keying
- Tracking
- Colour grading
- How to create pace, rhythm and narrative/nonlinear structure
- Basic audio control
- Creative titling and graphics

Extending practice using new software skills and developing knowledge in the context of narrative/non narrative forms of expression that can be used in the visual production for film and photography.

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**Indicative Bibliography:**

**Essential reading**

Freeman, M. (2017), *The Photographer's Eye Remastered 10th Anniversary: Composition and Design for Better Digital Photographs*. Ilex Press.

Mercado, G. (2010) *The Filmmaker's Eye: Learning (and Breaking) the Rules of Cinematic Composition.* Focal Press.

**Other indicative reading**

Arundale, S., Trieu, T. (2014), *Modern Post: Workflows and Techniques for Digital Filmmakers*. London, Routledge.

Garvey-Williams, R. (2014), *Mastering Composition*. Ammonite Press.

Glebas, F. (2009), *Directing the Story: Professional*: Focal Press.

Gress, J. (2014), *Visual Effects & Compositing*. New Riders.

Jones, C. (2006), *The Guerrilla Film Makers Handbook 3e*. Continuum.

Malone, A. (2018), *The Female Gaze: Essential Movies Made by Women*. Miami, Mango Press.

Mattingly, D. B. (2011), *The Digital Matte Painting Handbook*. Sybex.

**Periodicals and Weblinks**

Creative Review https://www.creativereview.co.uk/

Centaur Communications https://www.centaurmedia.com/

Future Publishing https://www.futureplc.com/

Eye https://eyemediastudios.co.uk/

MUTE http://www.metamute.com/

WIRED, Wired UK, http://www.wired.co.uk

*Cutting Edge – The Magic of Movie Editing*
https://www.imdb.com/title/tt0428441/?ref_=nv_sr_srsg_0