Audiovisual Production

Course guide 2026-2027

Semester	Spring (semester 2)
Inholland location(s)	The Hague
Inholland faculty	Creative Business
Language of instruction	English
Cycle	Bachelor level
Number of ECTS	30

Subjects

Subject title	ECTS	Course code
Research and pitch	30 in total	4325IAVP1A
Editorial & Production		4325IAVP1B

Content subjects

Do you want to discover the secrets of the audiovisual world and be professionally involved in content creation? From music programs to TikTok videos and game shows to Videoland reality series?

In the Audiovisual Productions minor, the emphasis is not on writing reports but on creating and working in professional practice: filming, editing and working in the studio. You develop your own AV format, produce your own concept, film a pilot and pitch it to broadcasters and production houses. How do you reach your audience and ensure you stay within budget? How do you sell your concept and how do you contribute to society with your idea?

For everyone with passion, strategic insight and the courage to push their own boundaries.

Learning outcomes

Production

The student:

- Coordinates and supervises the production process, using a method/theory for process monitoring
- Converts creative ideas into tangible media products and uses resources appropriate to the final product
- Represents all interests during the production process, and coordinates and manages the production process as expected from a production manager
- Monitors and coordinates the (business and production) preconditions during the production process.

Marketing

The student:

- Positions the media concept product/service in the market
- Creates value for the various stakeholders from a portfolio of opportunities.

Research

The student:

- Analyses and defines a problem from different perspectives, using desk and/or field research
- Independently translates the insights obtained within a practical environment into tools, applications or (professional) products that can be used for the issue and knows how to justify choices.

Personal development
The student:

- Operates in a learning-oriented manner to further develop the professional attitude aimed at entering the labor market
- Works together effectively and result-oriented in an international/intercultural context.

Mode of delivery, planned activities and teaching methods

Face-to-face and online lectures, masterclasses and guest lectures, coaching sessions in smaller groups.

Prerequisites and co-requisites

2 years in a similar Bachelor programme.

Recommended or required reading and/or other learning recourses/tools

Liable to change in order to work with state-of the-art course material and supporting literature. Will be explained at the kick-off of the course.

Assessment methods and criteria

-

Lecturer(s)

Nienke Eijsink – Nienke.Eijsink@inholland.nl