

Course title	Audiovisual Production		
Semester	Spring (semester 2)		
Inholland faculty	Faculty of Creative Business		
Language of instruction	English		
Cycle	Bachelor level		
Inholland location	The Hague		
Code subjects Codes and title of subject and assessments are subject to change.	Code	Subject title	ECTS
	2422IAVP1Z	AP Research report AV	5
	2422IAVP2Z	AP ENG file & production	5
	2422IAVP3Z	AP AV Analysis & reflection 1	5
	2422IAVP4Z	AP Studio file & production	10
	2422IAVP5Z	AP AV Analysis & reflection 2	5
	Code	Assessments	Study hours
	2422IAVP1A	AP Research report AV	140
	2422IAVP2A	AP ENG file & production	140
	2422IAVP3A	AP AV Analysis & reflection 1	140
	2422IAVP4A	AP Studio file & production	280
	2422IAVP5A	AP AV Analysis & reflection 2	140
Number of ECTS	30		
Lecturer(s)	Tess van Leeuwen (Tess.vanLeeuwen@inholland.nl)		
Course content	<p>In this module you will learn all the insights of the video and TV trade. From studio program to reportage, from quiz to vlog. How do you ensure that your brilliant idea becomes feasible, finds an audience, and stays within budget? And which platform can best be used to publish that content?</p> <p>You devise and make your own productions while you think in detail about the financial consequences and marketing possibilities. In addition, you will learn to look at other AV content in the industry with a sharp and professional view, we will discuss trends and revenue models and you will work on your camera, directing and editing skills.</p>		

<p>Learning outcomes</p>	<p>Production</p> <p>The student:</p> <ul style="list-style-type: none"> • coordinates and supervises the production process, using a method /theory for process monitoring. • converts creative ideas into tangible media products and use resources appropriate to the final product. • represents all interests during the production process, and you coordinate and manage the production process as expected from a production manager. • monitors and coordinates the (business and production) preconditions during the production process. <p>Marketing</p> <p>The student:</p> <ul style="list-style-type: none"> • positions the media concept product / service in the market. • creates value for the various stakeholders from a portfolio of opportunities. <p>Research</p> <p>The student:</p> <ul style="list-style-type: none"> • 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 you know how to justify choices <p>Personal development</p> <p>The student:</p> <ul style="list-style-type: none"> • 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.
<p>Mode of delivery, planned activities and teaching methods</p>	<p>Face-to-face and online lectures, masterclasses and guest lectures, Coaching sessions in smaller groups.</p>
<p>Prerequisites and co-requisites (if applicable)</p>	<p>2 years in a similar Bachelor programme.</p>

Recommended or required reading and/or other learning recourses/tools	Liabile 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	
More information	