

| Spring semester – term 3 and 4 | | | |
|--------------------------------|--|------------------------------------|-------------|
| Course title | Audiovisual production | | |
| Course code | N/A | | |
| Faculty | Creative Business | | |
| Language of instruction | English | | |
| Cycle | First cycle/undergraduate/Bachelor level | | |
| Location | <input type="checkbox"/> Rotterdam, <input checked="" type="checkbox"/> The Hague, <input type="checkbox"/> Delft, <input type="checkbox"/> Alkmaar, <input type="checkbox"/> Haarlem, <input type="checkbox"/> Diemen | | |
| ECTS (total 30) | Code | Subject Title | ECTS |
| | 2418NAVP1Z | Research Report AV | 5 |
| | 2418NAVP2Z | Editing & Production report file A | 5 |
| | 2418NAVP3Z | Analyze an E.N.G. Production | 5 |
| | 2418NAVP4Z | Editing & Production report file B | 10 |
| | 2418NAVP5Z | AP Analysis multi. cam. prod. | 5 |
| 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? 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> | | |
| Learning Outcomes | <p>1. 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>2. Marketing</p> <p>The student:</p> <ul style="list-style-type: none"> • positions the media concept product / service in the market. | | |

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| | <ul style="list-style-type: none"> creates value for the various stakeholders from a portfolio of opportunities. <p>3. 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>4. 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. |
| Lecturer(s) | Gwen te Kuile, gwen.terkuile@inholland.nl |
| 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 (if applicable) | 2 years in a similar Bachelor programme |
| Recommended or required reading and/or other learning resources/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 | |