

Course Title	Audiovisual production
Term	Term 3 and 4
Inholland Faculty	Faculty of Creative Business
Course code	
Inholland location	The Hague (Den Haag)
Cycle	First cycle/undergraduate/Bachelor level
Number of ECTS	30
Language of instruction	English
Course content	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.
Lecturer(s)	Rob Heukels, rob.heukels@inholland.nl
Learning outcomes	<p>1. Production 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 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>3. Research 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 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.

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)	Two years of study in a similar study field is advisable.
Recommended or required reading and/or other learning resources/tools	The list of recommended literature is being published at the start of the course and is updated to be state-of-the art and actual.
Assessment methods and criteria	Research report (5 ECTS) Editing & Production report part A (10 ECTS) Analyze an E.N.G. Production (5 ECTS) Editing & Production report part B (10 ECTS)