



American University of Central Asia

TV, Cinema and Media Arts Department



## TV, Cinema and Media Arts Techniques Course syllabus

Meeting day: Thursday

Classroom: NC/C07

Time of first section: 09:25- 10:40

(10-min break)

Time of second section: 10:50– 12:05

Instructor: Zhumanazar Koichubekov (MA)

Contact: [koichubekov\\_zh@auca.kg](mailto:koichubekov_zh@auca.kg)

**Office hours:** Tuesday from 12:05 to 14:30

Thursday from 12:05 to 14:30

Friday from 12:05 to 14:30

Meeting rooms: NC/C07 or 4 floor 416

## COURSE CONTENT:

This course designed for freshmen students to get an introduction to media and film production. The purpose of this course is to help creative students understand the entire media creative process, from concepts and audience considerations to the processes of preparing, producing, and post-production of a media product and distribution to a large audience. Understanding how a piece of media production equipment works helps to understand what that equipment can do for a cinematographer or director. Topics, professional terminology, and media language are introduced and explained as the course progresses. This will help you speak the professional language of media production correctly. Students will gain a fundamental understanding of photography, visual art, TV, and film production. It is a technical course covering digital imaging practice, editing, processing, camera setup and sensors, codecs, gamma and logs of video encoding, file formats, color grading, and lighting. This class will consist of lectures, practice, classroom activities, and discussions.

## COURSE OBJECTIVE(S):

- Students will have a basic understanding of the digital tools, technologies, and workflow of digital cinema and TV production.
- Understanding of production terminology.
- Introducing the operation of digital cinema cameras.
- Understanding how light can create moods in cinema.
- Understanding camera angles and how they influence the visual narrative.
- Understanding of camera placement and movement.
- Students will understand the roles of the DIT (Digital Imaging Technician) and color grading, which are integral to today's motion picture production process.
- The Production Team in Audio, Video, Film, and Multimedia Production
- Understanding of the dynamics of shooting. The dynamics of light and camera dynamics.
- Theory and practice Multi-camera shooting.
- Production Aesthetics.
- TV standards and video Formats.
- Video Editing Basics.

## Weekly lecture plan:

### Week 1:

#### **1-The specifics of the media technical professions and the short history of photo and film production.**

This lesson will be an introductory one, a review of the syllabus.

Discussion about how to meet your target audience.

The best filmmakers will always invest in good technical staff, because even though a film could have an amazing screenwriter, the most innovative director, and the best actors, what matters in the end is the image on the screen. If none of that fabulousness is captured on film, the project will unfortunately be a bust.

We have technology, tools, and cameras that are amazing in their capabilities. However, these tools are useless unless there is an artistic visionary behind them.

#### Week 2:

### **2-Basic understanding of the visual components, digital tools and digital cinema production.**

The basic visual components are space, line, shape, tone, color, movement and rhythm. These components can be found in any image, regardless of whether it is movable or static. Actors, locales, props, costumes, and sets are all directly related to these visual components. Visual components affect mood, emotions, ideas and, most importantly, determine the structure of the image.

#### Week 3:

### **3-The composition of the motion picture as the main artistic and creative work of the filmmaker.**

Factors such as the shape of the composition, the direction of the camera, the location, in a balanced composition, mutually determine each other. In this case, it seems that not a single change is possible, but in general this composition looks great in all its parts. An unbalanced composition appears random, temporary and, therefore, unreasonable. Its elements strive to change their place and shape in order to occupy a position, better in the overall structure. In such cases, the director's idea becomes incomprehensible.

#### Week 4:

### **4- Rhythm and camera angles.**

A good composition of the frame is the best view of the object in combination with the transfer of the essence of the image, which should be simple and expressive, without unnecessary elements, but at the same time self-sufficient for understanding. The main task of the composition is to capture the attention of the audience.

#### Week 5:

### **5- Panorama as in frame editing and types of panorama.**

It is necessary to establish precisely from which frame, preferably static, the camera begins to move and to which frame, also static, the camera comes at the end of the movement. The initial and final frames should be compositionally expressive, and static will make it easy to edit them with previous and the next frames.

#### Week 6:

### **6- Interior and still life - working in the interior shootings.**

Interior shooting is to show the whole thing, to present it to the viewer as a single composition. For a filmmaker, video is an opportunity to make a film about your work and also get into the frame. It is the ability to show design and architecture, and give a certain meaning to the environment.

Week 7:

Midterm exam 1

Week 8:

### **8- Film Lighting. Lighting for the mood and tone.**

Lighting is a vital part of TV and filmmaking, so this course provides an introduction to the lighting techniques and approaches used for visual storytelling in film. Safety procedures, the roles of gaffer and grip, the proper use of lighting equipment and the use of spot meters and light measuring techniques are addressed. Emphasis is on creative lighting choices using the script.

Week 9:

### **9- Audio/Sound.**

This lesson covers all aspects of audio and sound production, with an emphasis on digital technology.

Technology. The discussion covers microphones and their use, audio control and monitoring, and mixing for digital production, as well as an explanation. Theories of sound perspective and the benefits of using sound in visual works.

Week 10:

### **10-Camera as a main element in production.**

All types of digital cameras are discussed, as well as film cameras in general. Camera techniques, lens work and analysis of various specific types of digital cameras and their differences highlight the wide range of digital cameras and their technical varieties. Discuss the difference between a film camera and a TV camera.

Week 11:

### **11-Recording. What, where, when, and how to record?**

We discuss each of the many digital, analog, and film recording methods. How to record only the material you need to avoid editing difficulties.

Week 12:

Midterm exam 2

### Week 13:

#### **12- Basics of editing**

we learn every step of editing digital audio, video, and digital film.

Both the physical processes and the theoretical processes of digital editing as opposed to older analog editing methods are covered. Editing theories describes the history of editing.

### Week 14:

#### **14-Graphics, animation and special effects.**

Discusses digital techniques used in all visual effects, including techniques used both on-camera and behind-the-scenes. We will discuss the use of animation, special effects and time-tested artistic techniques. Using color and color for graphics.

### Week 15:

#### **15-The future and career**

This lesson describes the future of the media production business and how it may change. Development and creation of a successful portfolio.

### My teaching method.

I prefer a free-flowing classroom where students are free to come up with their own creative ideas. I believe it is my responsibility to develop students' basic visual skills and imagination. I combine practical skills with the creative language of film. Support storytelling by encouraging students to work collaboratively with their partners or as a team, as TV journalism is always a team effort.

### Policies:

#### Course Policies

#### Class requirements:

1. Attendance is mandatory.
2. No late classes.
3. All assignments are mandatory, late assignments are not accepted.
4. No cell phones in class.
5. No cheating during classes and exams. The result will be the course failure.
6. You must work hard on your own creativity. You should ask for teacher's assistance in case of a problem.

Issue	Policy
Attendance & Participation	Class attendance and active participation is obligatory to pass this course. Student can miss only 3 classes if s/he has a valid reason (illness, special circumstances – notified in advance). In case of any further missing (more than 3 classes), student will face a 10-point decrease for each class of absence.
Electronic devices	It is not allowed to use your smart phone during the lectures neither during the tutorials. This also implies that it is not allowed to make pictures from the slides in class. Using your tablet or laptop to make notes is allowed. Using these and other electronic devices during class without permission or for non-course related purposes, however, results in handing over the device to the teacher (without further discussion) till the end of the class.
Policy on missed or late assignments and exams:	<b>You will have to complete homework assignments through the E-course. No late assignments will be accepted:</b> The E-course system will have strict deadlines embedded and if you miss it there is nothing that can be done. Even technical problems with your computer or with Internet connection are not acceptable excuses. You have several days to submit each homework assignment; do not leave the submission to the last hour of the last day that it is due. Professor will announce detailed guidelines of the assignments.
Office hours and contacting your professor	To contact the professors, use the available office hours, e-mail or speak online. During office hours, no appointment is necessary; however, prior notice would be appreciated

### Methods of student evaluation:

Overall course grades are determined as follows:

#	Description	Date	Points
1	Class attendance	during the course	15
2	Class participation	during the course	10
3	Homework's	during the course	25
	Practical assignments during the class	during the course	5 If you actively participate in all classes and always share your opinion, then you get these 5 points.
4	Midterm exam 1	6-7week	10
5	Midterm exam 2	11-12 week	10
6	Final project: Creative Assignment	15-16 week	25
	Total:		100

### Graduate Grade Scale Descriptions:

- A:** Work of exceptional quality
- A-:** Work of high quality
- B+:** Very good work
- B:** Good work; satisfies course requirements
- B-:** Below average
- C+:** Less than adequate
- C:** Well below average; lowest possible passing grade
- F:** Failure, no credit

**I wish you a great semester and successful completion of this course!**