

Enquire Teaching Timetable

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Course Outcome

COMM 2710 - Fundamentals in Visual Media

Learning Outcome

By the end of the course, student should:

1. Be able to identify and comprehend basic vocabulary and terms used in radio and TV broadcasting.
2. Be able to plan, write, produce and take part for a short video programme
3. Understand the operation of the television studio
4. Gain some hands-on experience in video shooting and editing
5. Understand recent developments in the broadcasting media and its role in contemporary society.

Course Syllabus

(For reference only, subject to changes)

1. Introduction: Age of broadcasting yourself
2. Broadcasting and technology
3. Television as business – rating & programming
4. Broadcasting media in an Internet age
5. Preproduction
6. Basics in video production: camera, lighting and sound
7. Studio production: rotation exercise
8. Production week
9. Postproduction /video editing/Visual and sound effects
10. Project Presentation

Assessment Type

Feedback for Evaluation

Course Evaluation

Required Readings

- Bignell, Jonathan An Introduction to TV Studies (Routledge, 2008)
- Gomery, D & Hockley, L Television Industries (BFI publishing, 2006)
- Gross, Lynne S Telecom: Radio, TV & Movies in the Digital Age (McGraw Hill, 2003)
- Kenny, R Teaching TV Production in a Digital World (Libraries unlimited, 2004)
- Lax Stephen Media and Communication Technologies (MacMillan, 2009)
- Mullan, Bob Consuming Television (Blackwell, 1997)
- Orlebar, Jeremy Digital TV Production (Arnold, 2002)
- Spigel, L & Olsson J. Television after TV (Duke University, 2004)
- Zettl, Herbert TV Production Handbook (Wadsworth, 2003)
- 馬傑偉 電視與文化認同 (香港: 突破出版社, 1996)
- Video materials
- Editing techniques UC Video-VHS - PN1992.945 .E34 1992
- How to shoot super videos UC Video-VHS - PN1992.94 .H685 1993
- How to shoot better video UC Video-VHS - PN1992.94 .H68
- Getting the message across UC Video-VHS - PN1992.94 .G47 1992
- Non-linear editing with Avid UC Video-VHS - TR899 .N665 1996
- Single camera shooting UC Video-VHS - PN1992.75 .S56 1991
- Behind the scenes in TV/film production UC DVD - PN2055 .B35 2003
- The development of TV UC Video-VHS - TR882 .D48 1994
- The television is dead : long live TV UC Video-VHS - PN1992.2 .T35 1996

Recommended Readings

