3rd semester mmd 2017. Description of the elective educational component: Web Video Series

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2. **Scope and content**

   **ECTS-points: 10 ECTS**

   The goal for this component is to teach you how to produce a single *pilot video* which would be the launching point of a web series. The focus here is on production format and consistency. Consistency is essential when it comes to branding a product, business or idea. It is therefore vital that producers of media content have a strategic plan and consider the entire customer experience. Consider your favourite TV series or YouTube channel, each episode has a similar and identifiable style: music, graphic elements, tone, pace, story line and topic, among other elements.

   You will be taught how to plan, develop and produce a video on an engaging topic that would be representative of a web series. The core elements of this course are optimal for students with the desire to further develop skills in videography, editing and communicating an idea using video and social media platforms, while also learning to work with 2D animations and visual effects.

   The teaching form introduces students to new opportunities for collaborative learning through the creation of engaging content that embraces all aspects of storytelling, production styles, genre conventions and audience engagement.

   In the previous video themes, you were taught the first 4 stages of the video production process: how to write, shoot and edit and export a video for the web. While going deeper into post-production, this elective will also focus on the distribution stage. As you will be offered new knowledge into how to engage audiences through filming style, content material, and graphical elements, it will also complete your learning of the video production process.

   At the end of the elective educational component, you will pitch your pilot video to a panel of external stakeholders, read: professionals with insight and experience in video production, who will provide fast and relevant feedback on your production. This might also be an opportunity for you to make an impression on possible future internship hosts.

   The elective educational component concludes with an internal group exam, which is assessed in accordance with the 7-point scale. ECTS-scope: 10 ECTS

3. **Learning objectives**

   Knowledge. The student has knowledge about:

   - filmmaking styles and blended genres
   - the use of social media and storytelling for the organic engagement of a target audience
• the aspects and planning of long-term video production for online distribution
• distribution in relation to online videos and its impact on viewers
• the relation between branding and online content
• visual aesthetics and 2D animation principles in relation to online videos

Skills. The student can:

• conduct an interview, applying both technical and practical aspects
• assemble and edit audio and video, and apply visual effects in post-production
• assess and plan a long-term distribution strategy for online media and content
• create appropriate documentation and guidelines for the long-term production of a series of online videos
• film, assemble and edit audio and video, following production guidelines and documents
• assess and apply advanced video editing techniques
• assess and apply visual aesthetics and animation techniques

Competences. The student can:

• collaborate as part of a production crew whose members have both distinct and overlapping responsibilities
• Relate and put the development process into perspective with the program’s core subjects.

4. Duration

The elective starts on Monday the 28th of August and ends on the 6th of October 2017.

5. Assignment description

You will choose a real company who would benefit from regularly releasing video content about their products, services, ideas or cause, afterwards producing a pilot video for a potential web series.

The pilot video and its concept should contain a variety of production techniques to engage audiences, such as visual storytelling, interviews, production styles and blended genres and should ultimately either covertly or overtly promote the subject. The video should also contain a variety of graphical elements such as animations or visual effects.

You will be required to conduct research on their topic or product using multiple resources including: online searches, library resources, texts, and interviews with experts in a field; identify possible target audiences; decide on a social media platform from which that audience can be reached; develop a video style for how the content will be presented; and devise a hypothetical plan for how to engage audiences. (ie: Like, comment, discuss etc...)

Students will be working in mixed groups (Danes and internationals) of 3-4 people, to develop a production bible, which will outline their intentions for their web series. The use of social media platforms to produce user generated content will be purely hypothetical, due to the fact there is obviously no way of testing the concepts in the long term, as well as concerns regarding copyright and licenses.

Students will produce:
• A single pilot video (The first of a series of videos)
- A mock-up showing how the published video would look

6. **The elective’s language**

   In this elective educational component teaching and dialogue in class is in English. All teaching materials, in form of slides, suggested reading and similar, are in English.

   The exam’s language depends on the group’s composition. In case there is at least one international student in the group, the exam’s language is English, otherwise the group can decide between English and Danish.

7. **Subject to change**

   This description of the elective is preliminary and subject to adjustments and amendments relating, but not limited to, scope, content and learning objectives.