

Syllabus

Course description

Course title	Video and postproduction
Course code	97112
Scientific sector	L-ART/06 – design e comunicazioni multimediali
Degree	Bachelor in Design and Art (L-4)
Semester	Summer semester 2018/19
Year	1 st
Credits	6
Modular	No

Total lecturing hours	30
Total hours of self-study and / or other individual educational activities	about 120
Attendance	not compulsory but recommended
Prerequisites	none
Maximum number of students per class	25

Specific educational objectives	<p><i>The course belongs to the class "caratterizzante" in the curriculum in Design.</i></p> <p>Course description: The course focuses on storytelling as an essential component to visually representing a video project. The analysis of cinematographic language, from the pioneers of contemporary cinema, will guide the design phases of a video work. Filmmakers carry out an extensive research with the aim to identify ideas and languages, to narrate an idea with images. Therefore, research and idea, but also production process and "distribution" will be pivotal themes of the course. What are the appropriate film festivals, or what are the current distribution channels to make a work visible? In addition to these topics, the course will offer the basis for photography direction, the use of shots, camera movements, lights and their communicative potential. On a more pragmatic side, there will be some references to post-production and use of editing software like Adobe Premiere to build a story, but also titles editing, visual effects, audio mix and colour grading will be addressed.</p> <p>At the end of the course students will be expected to elaborate their own written, shot and assembled project, focusing on their own method and the research of their personal video language within the design world. How can a story be built from a single object? How is a short film</p>
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	<p>about a designer made? What are the languages for Design in nature, in symbols, in architecture?</p> <p>Educational objectives: Acquiring a personal design methodology in video</p> <ul style="list-style-type: none"> • Acquiring the relevant skills to carry out a video project from idealization up to production of the video project • Mastering video technical tools • Acquiring the theoretical and cultural fundamentals of contemporary cinema • Acquiring the main fund raising, budgeting, pitching techniques to funding the video work • Knowledge of the major film festivals supporting distribution and networking
Lecturer	<p>Francesco Mattuzzi office F3.04, e-mail Francesco.Mattuzzi@unibz.it tel. +39 0471 015xxx webpage: https://www.unibz.it/en/faculties/design-art/academic-staff/person/40177-francesco-mattuzzi</p>
Teaching language	English
Office hours	Please see the timetable online: https://www.unibz.it/en/timetable/
List of topics covered	<p>Storytelling Independent production Cinematographic languages Working methods Work flow File system The narrative approach Logline, subject, cinematic treatment Storyboard Movement in cinema The lenses Video formats and cameras Cinematic pace</p>
Teaching format	Frontal lessons, extract projections of contemporary cinema materials, class discussions and lab exercises to incite group discussion
Expected learning outcomes	<p>Students will be expected to develop their own critical thinking, problem solving and a personal working method in video making, with reference to contemporary cinematographic languages. Therefore, self-criticism and judgment autonomy, ability to motivate the choices behind their video work are key learning outcomes. Moreover, students will apply the acquired knowledge about shooting and post-production and then present their project in a structured short time frame (pitching),</p>

	challenging their presentation skills.
Assessment	<p>The exam will consist in the presentation of the video project, developed during the course and produced in agreement with the teacher. During the course there will be project reviews, where the teacher will give feedback and verify the correspondence between the proposed theme and the produced materials.</p> <p>The final exam will consist in a written part and an oral part. The written part will test students' knowledge of the contents covered during the course. The oral part will be the presentation of the video project. There will also be a group discussion after each presentation, each student will have to answer questions both on the project and on the topics covered during class.</p>
Assessment language	The same as the teaching language
Evaluation criteria and criteria for awarding marks	<ul style="list-style-type: none"> - ability to deliver a video work accordingly to what agreed with the teacher (30%) - written test (20%) - video project (50%)
Required readings	<p>Drammaturgia del cinema documentario (Lorenzo Hendel)</p> <p>Sul Guardare (John Berger)</p> <p>Narrare con le immagini (Paolo Morales)</p> <p>La Conquista dell'inutile (Werner Herzog)</p> <p>Incontri alla fine del Mondo (Werner Herzog)</p> <p>Fare un film (Sydney Lumet)</p> <p>On Writing (Stephen King)</p> <p>The Peregrine (J.A.Backer)</p> <p>Michael Mann (Tashen)</p> <p>L'invenzione del luogo (Andrea Minuz)</p>
Supplementary readings	Online video link will be provided and other suggested bibliography will be talked during the lectures.