


Course Outline	
MDIA6018 Audio Visual (4)	
Effective Date 01 February 2016	Study Program Visual Communication Design
	Revision 0

1. Course Description

This course discusses the audio visual and cinematography knowledge. In this case, students are expected to master the basic use of audio visual tools, with a variety of cinematography techniques. With the achievement of this course students are expected to produce basic knowledge of TV commercial.

2. Graduate Competency

Each course in the study program contributes to the graduate competencies that are divided into employability and entrepreneurial skills and study program specific outcomes, in which students need to have demonstrated by the time they complete their course.

BINUS University employability and entrepreneurial skills consist of planning and organizing, problem solving and decision making, self management, team work, communication, and initiative and enterprise.

2.1. Employability and Entrepreneurial Skills

Aspect	Key Behaviour

2.2. Study Program Specific Outcomes

Study Program Specific Outcomes
Graduates will be able to explain the basic principles, know-how, technology and history of visual art/design.
Graduates will be able to analyze aesthetic, technical, historical and cultural aspects of visual art/design. (C4)
Graduates will be able to explain current communication approaches, market trends or behavior, and media of creative advertising designs
Graduates will be able to apply basic and fundamental knowledge of art/design into practice
Graduates will be able to apply knowledge of market, media and communication approaches to creative advertising design solutions

3. Topics

- Introduction
- Tools & Equipment
- Building Concept
- Video Techniques
- Production

4. Learning Outcomes

On successful completion of this course, student will be able to:

- LO 1: Reorganize Audio visual equipment and its use
- LO 2: Apply basic techniques in Audio visual production
- LO 3: Produce a good movie with the right cinematography techniques

5. Teaching And Learning Strategies

In this course, the lecturers might deploy several teaching learning strategies, including Watching Video, VCD, Film, multimedia, Group Work, Demonstrate methods or procedures, and Case Presentation.

6. Textbooks and Other Resources

6.1 Textbooks

1. Zettl. (2012). *Television production handbook + workbook*. 11. Wadsworth Cengage Learning. Boston, MA. ISBN: 9781111347888.

The book in the first list is a must to have for each student.

6.2 Other Resources

1. http://www.youtube.com/watch?v=_bxofoAyyvb0
2. <http://www.youtube.com/watch?v=9b9xFeQrPrs>
3. <http://www.youtube.com/watch?v=Nd7PEmxDHtQ>
4. <http://www.youtube.com/watch?v=9wzjnv2Zow4>
5. <http://www.youtube.com/watch?v=Nmy7glJ3Zms>

7. Schedule

Theory

Session/ Mode	Related LO	Topics	References
1 F2F	LO 1	Introduction - TV Comercial in advertising	- Introduction - Chapter 2, p. 26 - 39 - Top 10 Most Inspirational Ads of All Time, http://www.youtube.com/watch?v=9b9xFeQrPrs
2 F2F	LO 1	Introduction - TV Comercial in advertising	- Introduction - Chapter 2, p. 26 - 39 - Top 10 Most Inspirational Ads of All Time, http://www.youtube.com/watch?v=9b9xFeQrPrs
3 F2F	LO 1	Tools & Equipment - Camera & Operation	- Tools & Equipment - Chapter 3, p. 40 - 49, Chapter 4, p. 64 - 76 - Exploring different types of video cameras, http://www.youtube.com/watch?v=_bxofoAyyvb0
4 F2F	LO 1	Tools & Equipment - Camera & Operation	- Tools & Equipment - Chapter 3, p. 40 - 49, Chapter 4, p. 64 - 76 - Exploring different types of video cameras, http://www.youtube.com/watch?v=_bxofoAyyvb0
5 F2F	LO 2	Building Concept - Short Film - TVC & PSA	- Building Concept - Chapter 1, p. 1 - 12, Chapter 3, p. 13 - 26 - How To Brainstorm Ideas For A Short Film, http://www.youtube.com/watch?v=9wzjnv2Zow4
6 F2F	LO 2	Building Concept - Short Film - TVC & PSA	- Building Concept - Chapter 1, p. 1 - 12, Chapter 3, p. 13 - 26 - How To Brainstorm Ideas For A Short Film, http://www.youtube.com/watch?v=9wzjnv2Zow4

7 F2F	LO 2	Building Concept - Short Film - TVC & PSA	- Building Concept - Chapter 1, p. 1 - 12, Chapter 3, p. 13 - 26 - How To Brainstorm Ideas For A Short Film, http://www.youtube.com/watch?v=9wzjnv2Zow4
8 F2F	LO 2	Building Concept - Short Film - TVC & PSA	- Building Concept - Chapter 1, p. 1 - 12, Chapter 3, p. 13 - 26 - How To Brainstorm Ideas For A Short Film, http://www.youtube.com/watch?v=9wzjnv2Zow4
9 F2F	LO 2	Video Techniques - Linghting - Camera direction	- Video Technique - chapter 5, p. 86 - 100 - The Top Secret DSLR Video Techniques, http://www.youtube.com/watch?v=Nd7PEmxDHtQ
10 F2F	LO 2	Video Techniques - Linghting - Camera direction	- Video Technique - chapter 5, p. 86 - 100 - The Top Secret DSLR Video Techniques, http://www.youtube.com/watch?v=Nd7PEmxDHtQ
11 F2F	LO 2	Video Techniques - Linghting - Camera direction	- Video Technique - chapter 5, p. 86 - 100 - The Top Secret DSLR Video Techniques, http://www.youtube.com/watch?v=Nd7PEmxDHtQ
12 F2F	LO 2	Video Techniques - Linghting - Camera direction	- Video Technique - chapter 5, p. 86 - 100 - The Top Secret DSLR Video Techniques, http://www.youtube.com/watch?v=Nd7PEmxDHtQ
13 F2F	LO 2	Video Techniques - Linghting - Camera direction	- Video Technique - chapter 5, p. 86 - 100 - The Top Secret DSLR Video Techniques, http://www.youtube.com/watch?v=Nd7PEmxDHtQ
14 F2F	LO 2	Video Techniques - Linghting - Camera direction	- Video Technique - chapter 5, p. 86 - 100 - The Top Secret DSLR Video Techniques, http://www.youtube.com/watch?v=Nd7PEmxDHtQ
15 F2F	LO 2	Video Techniques - Linghting - Camera direction	- Video Technique - chapter 5, p. 86 - 100 - The Top Secret DSLR Video Techniques, http://www.youtube.com/watch?v=Nd7PEmxDHtQ
16 F2F	LO 2	Video Techniques - Linghting - Camera direction	- Video Technique - chapter 5, p. 86 - 100 - The Top Secret DSLR Video Techniques,

			http://www.youtube.com/watch?v=Nd7PEmxDHtQ
17 F2F	LO 3	Production - Preproduction - On production - Post production	- Production - Chapter 3, p. 13 - 34 - SES SMUD Solar Sunflower TV Commercial and BTS, http://www.youtube.com/watch?v=Nmy7glJ3Zms
18 F2F	LO 3	Production - Preproduction - On production - Post production	- Production - Chapter 3, p. 13 - 34 - SES SMUD Solar Sunflower TV Commercial and BTS, http://www.youtube.com/watch?v=Nmy7glJ3Zms
19 F2F	LO 3	Production - Preproduction - On production - Post production	- Production - Chapter 3, p. 13 - 34 - SES SMUD Solar Sunflower TV Commercial and BTS, http://www.youtube.com/watch?v=Nmy7glJ3Zms
20 F2F	LO 3	Production - Preproduction - On production - Post production	- Production - Chapter 3, p. 13 - 34 - SES SMUD Solar Sunflower TV Commercial and BTS, http://www.youtube.com/watch?v=Nmy7glJ3Zms
21 F2F	LO 3	Production - Preproduction - On production - Post production	- Production - Chapter 3, p. 13 - 34 - SES SMUD Solar Sunflower TV Commercial and BTS, http://www.youtube.com/watch?v=Nmy7glJ3Zms
22 F2F	LO 3	Production - Preproduction - On production - Post production	- Production - Chapter 3, p. 13 - 34 - SES SMUD Solar Sunflower TV Commercial and BTS, http://www.youtube.com/watch?v=Nmy7glJ3Zms
23 F2F	LO 3	Production - Preproduction - On production - Post production	- Production - Chapter 3, p. 13 - 34 - SES SMUD Solar Sunflower TV Commercial and BTS, http://www.youtube.com/watch?v=Nmy7glJ3Zms
24 F2F	LO 3	Production - Preproduction - On production - Post production	- Production - Chapter 3, p. 13 - 34 - SES SMUD Solar Sunflower TV Commercial and BTS, http://www.youtube.com/watch?v=Nmy7glJ3Zms
25 F2F	LO 3	Production - Preproduction - On production - Post production	- Production - Chapter 3, p. 13 - 34 - SES SMUD Solar Sunflower TV Commercial and BTS, http://www.youtube.com/watch?v=Nmy7glJ3Zms
26 F2F	LO 3	Production - Preproduction - On production - Post production	- Production - Chapter 3, p. 13 - 34 - SES SMUD Solar Sunflower TV Commercial and BTS,

			http://www.youtube.com/watch?v=Nmy7glJ3Zms
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8. Evaluation

Theory

Assessment Activity	Weight	Learning Outcomes		
		1	2	3
Assignment	40%	√	√	√
Mid Exam	30%	√	√	
Final Exam	30%			√

Practicum

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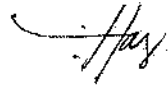
Final Evaluation Score

Aspects	Weight
Theory	100%
Practicum	0%

9. A. Assessment Rubric (Study Program Specific Outcomes)

LO	Indicators	Proficiency Level			
		Excellent (85 – 100)	Good (75 – 84)	Average (65 – 74)	Poor (≤ 64)
LO 1	1.1. Ability to explain the Video camera and how it works	Understanding the video camera both the function and advantages along with the development of video camera technology	Understand and be able to distinguish the characteristics of video camera	A good understanding of the workings and functions of a video camera	Understanding the workings of a video camera with a very limited
	1.2. Ability to explain a video camera functions and supporting equipment	Understanding video camera functionality and usability throughout the various types of equipment	Understanding all of the functions contained in the video camera settings	Understanding the function of image quality settings correctly	Knowing the functions of video camera is limited to setting quality and format
LO 2	2.1. Able to practice video shooting the right way	Clip is technically appropriate, and well understood by the desire to use all camera setting	Clip is technically appropriate	clip correct exposure and focus right but not the right white balance	clip over or under exposure, focus misses and the white balance is not right

	2.2. Able to practice in the basic techniques of cinematography	Clip with proper basic techniques, good quality with the development of creative techniques	Clip with proper basic techniques with good quality	Clip with proper basic techniques but poor quality	Clip with basic techniques that are not appropriate
LO 3	3.1. Able to produce movie by using techniques required in accordance with the concept	Movie produced between concepts, and techniques are very supportive, with the development of the concept of creativity	Movie produced between concepts, and basic techniques appropriate	Movie produced between concepts, and basic techniques are less appropriate	Movie produced between concepts, and basic techniques are not appropriate
	3.2. Able to produce movie with artistic and technical factors	The resulting movie, has a unique creativity with good technique	The resulting movie, having a good creativity but bad technique	The resulting movie, poor creativity with good technique	The resulting movie poor creativity and technique

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