

**COVENANT UNIVERSITY
NIGERIA**

*TUTORIAL KIT
OMEGA SEMESTER*

**PROGRAMME: MASS
COMMUNICATION**

COURSE: MAC 344

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MAC344 : FILM AND VIDEO PRODUCTION

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1. Write a script and produce a short film of your choice, maximum of 15mins. Second, upload the video on YouTube or your blog and get people to watch and comment on your video. **(50mks)**

You are expected to submit the following for grading:

- a. The video production **(15mks)**
 - b. The script **(10mks)**
 - c. Production schedule **(10mks)**
 - d. Budget sheet for the film **(5mks)**
 - e. Print out the uploaded video with comments and submit **(10mks)**
2. Write short notes on the following players in film making: **(20mks)**
 - a. Director **(4mks)**
 - b. Script writer **(4mks)**
 - c. Production manager **(4mks)**
 - d. Lighting director **(4mks)**
 - e. Editor **(4mks)**
 3. Discuss the following vital steps at the pre-production stage of film production in relation to the short film you produced. **(20mks)**
 - a. Conception of idea **(5mks)**
 - b. Script writing **(5mks)**
 - c. Budgeting **(5mks)**
 - d. Casting and crewing **(5mks)**

Marking Guide (MAC344)

1. Write a script and produce a short film of your choice, maximum of 15mins. Second, upload the video on YouTube or your blog and get people to watch and comment on your video. **(50mks)**

You are expected to submit the following for grading:

- a. The video production (*The content of the storyline as produced and packaged in the final production is what will be graded*) **(15mks)**
- b. The script (*The format of scripting for film and grammar will be graded*) **(10mks)**
- c. Production schedule (*The timetable that shows the days, time and location for the entire production*) **(10mks)**
- d. Budget (*The expenses for the entire production*) **(5mks)**
- e. Print out of the uploaded video with comments (*The print out must show photo of the uploaded video and thread of comments beneath the video. A candidate that has ten comments and above will be rewarded with two marks extra*) **(10mks)**

2. Write short notes on the following players in film making: **(20mks)**

- a. Director **(4mks)**

Director: Since film making is seen as an ‘art’ the director in this context is the artist. He oversees what everyone else involved in the production does. Also he is the eye of the audience present on set during the shoot. Furthermore, he is the film’s primary creative authority and is ultimately responsible for virtually everything that appears on the screen. He is involved fully in every stage of the production process i.e from pre-production to post-production. That is why the director must know something about everything and everything about something.

- b. Script writer **(4mks)**

Script Writer: The script writer in film production is like the designer of the navigators map, which gives the entire film direction. The script writer creates the screenplay. He might be the originator of the story or may be hired to write a screenplay based on a concept (story idea), a treatment (story outline of several pages or more with character description), or an adaptation of a novel, play or short story.

- c. Production manager **(4mks)**

Production Manager: The production manager is solely responsible for managing the entire production, especially budgeting and scheduling equipment. He also ensures that all the materials that are needed for the production are available on set. The production manager bears the weight of the whole production since he must effectively manage money, materials, equipments and people.

- d. Lighting director **(4mks)**

Lighting Director: He is in charge of seeing that the lights are properly set for the shoot and that any lighting effects needed during the shoot are executed. Usually, the LD has a crew (lighting crew) that actually places and adjust the lights, while he ensures the overall effect is accomplished.

- e. Editor **(4mks)**

Editor: The editor’s job is to put together a piece of different shots or scenes to create a unified piece of work. He works with the director to create the final work during the post-

production according to the script and not according to the sequence by which they were taken.

3. Discuss the following vital steps at the pre-production stage of film production in relation to the short film you produced. **(20mks)**

a. Conception of idea **(5mks)**

Conception of idea: the evolution of an idea marks the beginning of the pre-production process. This is a period of intensive thinking that gives birth to the very essence of the production. The idea represents the message that the producer intends to pass across to the audience.

b. Script writing **(5mks)**

Script writing: the evaluated idea is given to the script writer in form of a *concept*, *treatment* or an *adaptation*. It is now the responsibility of the script writer to convert the idea (in whatever form it is represented) to scenes, dialogues and also to develop the plot as well as the characters. What he comes up with is called a ***script*** or ***screen play***.

c. Budgeting **(5mks)**

Budgeting: the production manager at this point begins his own function by planning the budget and the schedule of the production. It is important that the estimations made at this stage be as true as possible. After the budget and the schedule have been presented to the director, it is taken to the producer who has the right to accept or reject it. If the budget is accepted, then the production can proceed to the next level.

d. Casting and crewing **(5mks)**

Casting and crewing: The choice of cast will be made by the director and the producer with the help of a casting director (if any). In casting, an audition exercise is usually carried out. Auditioning is a trial performance to select the best actor for a role.