

Course Syllabus

1. **Program of Study** Bachelor of Arts (Film Production)
Faculty/Institute/College Mahidol University International College
2. **Course Code** ICFM 251 **Course Title** Music Video Production
3. **Number of Credits** 4 (Lecture/Lab) (0-8)
4. **Prerequisite(s)** None
5. **Type of Course** Elective for Film Production, Television Production, Animation Production, and Minor in Entertainment Media
6. **Trimester/Academic year** Second Trimester/ Year II
7. **Course Description**
The principles of music video production: aesthetics and technology; introduction to the stages involved in producing a music video.
8. **Course Objective(s)**
After completing this course, students will be able to produce a music video project that will demonstrate an understanding of the creative process and artistic skills required in producing a music video.
9. **Course Outline**

Week	Topic		Instructor
	Lab	Hour	
1	Creative approaches: lyric driven and/or artist driven; MV team formation and song selection	8	
2	Generating great ideas: imitation, inspiration, and originality; Brainstorming approaches, ideas, materials, and storyline	8	
3	Introduction to treatment and synopsis for MV; treatment and synopsis writing	8	
4	Introduction to pre-production, cast, and crew for MV; Pre-production I: budgeting and scheduling	8	
5	Introduction to production protocol for MV; Hands-on practice with video camera; Pre-production II: storyboarding and casting	8	

6	Mid-term exam; Pre-production III: location scouting and choreography	8	
7	Introduction to equipment and facilities for MV; Pre-production IV: renting equipment and facilities, and catering	8	
8	Introduction to editing and visual effects for MV; MV production I: shooting	8	
9	Introduction to relevant computer graphic and special effect software; MV production II: shooting	8	
10	Progress report; Post-production I: editing	8	
11	Final exam; Post-production II: visual special effects	8	
12	Project evaluation; project screening and critique	8	
	Total	96	

10. Teaching Method(s)

Discussion and hands-on practice

11. Teaching Media

Video cameras and accessories, sound recording kit, lighting kit, video and sound editing stations

12. Measurement and evaluation of student achievement

Assessment is made from the criteria of A, B+, B, C+, C, D+ and D

13. Course evaluation

Pre-production report	20%
On site evaluation	15%
Mid-term exam	15%
Final exam	20%
Final project	30%

14. Reference(s)

Gaskell, E. (2004). *Make Your Own Music Video*. CMP Books, Vernallis, C.

_____ (2004). *Experiencing Music Video: Aesthetics and Cultural Context*. Columbia University Press.

15. Instructor(s)

TBA

16. Course Coordinator

Sarunya Noithai