

Course description (topics)

Title of the course: MUSIC VIDEO				
Tutors of the course , contact details: Antal Bodóczy (abodoczy@mome.hu)				
Code: ER-MEDI-BA-2020211-01	Related curriculum (programme / level): BA	Recommended semester within the curriculum: Erasmus	Credit: 10	Number of class hours: 52 Student working hours: 248
Related codes	Type: seminar, class work, consultation	Can it be an elective course? No	In case of elective what are the specific prerequisites:	
Course connections (prerequisites, parallelis): No prerequisites; No parallelis				
Aim and principles of the course: During the course the students have to complete the task of designing and producing a music video, herby developing their skill of integrating sound and image. It is very important to practice conscious design process and method, keeping track of the time schedule, making sure that the vision is synchronized with the circumstances, the technical and physical environment, and also giving enough time for pre-production, production and post production. One of the main objectives of the course is that the music videos apart from fulfilling the demands of promotional purposes, they also should be unique, having a benchmark quality. Students will be analyzing the relationship of the music videos image and the lyrics in the perspective of the content. Also it is very important that the students have to keep in contact with the "client", the artists providing the soundtrack/number, so the final concept and end result can be approved by them.				
Learning outcomes (professional and general competences to be developed): Knowledge: - Comprehensive knowledge of the broader artistic and cultural context of media design, its historical development, its defining periods and trends, as well as its current functioning and major trends and foreseeable future developments. Ability: - Adheres to the ethical and copyright standards of his/her profession and applies his/her knowledge in accordance with professional expectations in different institutional settings. - Independently collect data and sources, determine their authenticity, consider their professional relevance, analyse, synthesise and critically analyse them in order to underpin their creative work. Attitude: - Consciously reflect on the social, cultural, community, environmental and economic implications of their work and strive to uphold the ethical standards of their profession. Autonomy and responsibility:				

- Recognises the social, cultural, community and environmental impact of his/her professional activities.

Topics and themes to be covered in the course:

The course starts with a theoretical grounding and analysis of clips.

In this section we will cover the following topics:

- The function and role of video clips in the light of a historical overview.
- The role of the clip in the history and function of the video clip.
- The importance of the structure of the clip, how to dose the "gunpowder".
- The video clip as a springboard to the world of film.

Specificities of process organisation / organisation of learning:

Course structure, nature of the individual sessions and their timing (in case of several teachers' involvement, please indicate the distribution of their teaching input:

Students' tasks and responsibilities:

- Accurate timing, adherence to their own schedule.
- Analyzing music and text (if available).
- Generating, collecting, avoiding or recycling clichés, witty, beautiful or good ideas.
- Developing high visual quality and/or an adequate visual world.
- Liaising with authors, maintaining constant communication.
- Animatic creation.
- Attention to structure, "powdering".
- Creating benchmark works.

The learning environment: (e.g. classroom, studio, studio, off-site, online, in-company training, etc.)
8-10 people in a darkened room, projector (+ converters min. HDMI and VGA), sound system, projection screen depending on the room, power distribution, internet access, computer access

Assessment:

(in case of more teachers are involved and they evaluate separately, separate assessments per teacher needed)

Requirements to be met:

- Intensive class attention, attendance, active participation.
- Cultivation within the field.
- Generation of (good) ideas.
- Full adherence to own schedule.
- Presentation of finished work at the end-of-term "kipakolás"

End result:

Animatic, music video, and project presentation.

Method of assessment: (what methods are used for assessment {test, oral question, practical demonstration, etc.})

Assessment criteria (what is taken into consideration in the assessment):

Half animated presentation.

Presentation of the eye design clip and process documentation.

- active participation in lessons,
- independent, proactive work,
- keeping to a timetable,
- visual quality of the video clip,
- harmonisation of content and format,
- content layering.

How is the grade calculated (how is the result of each assessed requirement reflected in the final grade? {e.g. proportions, points, weights}):

Compliance with deadlines: up to 10%

Transparent workflow: maximum 10%

Completion of practical tasks: maximum 30%

Content, form and professionalism of the work produced: maximum 25%

Content, form and professionalism of the presentation: maximum 25%

91-100% = excellent (5)

81-90% = good (4)

66-80% = average (3)

51-65% = fair (2)

0-50% = unsatisfactory (1)

Required Literature:

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Recommended Literature:

Korsgaard, M. B. (2017). Music Video After MTV. London: Taylor and Francis.

The Work of Directors Spike Jonze Chris Cunningham Michel Gondry DVD Box (2014)

Other information:

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Recognition of knowledge acquired elsewhere/previously/validation principle:

- No exemption from attending and completing the course will be granted,
- Exemptions from the acquisition of certain competences and the completion of certain tasks may be granted,
- some tasks may be replaced by other activities,
- full exemption may be granted.

Out-of-class consultation times and location
Antal Bodóczy: Tuesday 11:40-13:40
Online, by appointment