The School of Media and Communication has evolved directly from the Centre for Media and Communication (CMC). The CMC was instituted in 2006 by the Pan-Atlantic University Council in recognition of the critical role of this sector in shaping societal values and cultural life. No less important, the contribution of the creative industries to economic growth and the GDP is gaining recognition as well.

Specifically, the establishment of the School of Media and Communication is informed by the aspiration to train professionals in this area of culture who would uphold the highest intellectual, ethical and professional values that promote creativity, critical knowledge, technical perfection, social responsibility, and the spirit of enterprise.

The School’s programmes will prepare students for careers in the creative industries, in business generally, both in the public and private domains.

**Mission**
The primary goal of the School of Media and Communication is the formation of media and communication professionals, to enable them pursue their calling to the service of human cultures with a sense of creativity, skill, knowledge and values. We contribute through our expertise to the professional excellence of the creative industries in our country and the continent of Africa.

**Vision**
The vision of the School is to be internationally recognized as a prestigious institution offering high quality education in communication and media; to be a reference point for research in Africa, and a leading centre of learning globally. It is expected that the level and high standard of the School will influence positively all other faculties of its nature across the country and the African continent.

**Structure**
Programmes at the SMC are broadly divided into two parts:
(a) **Academic Programmes**
The school offers a full compliment of degree programmes, namely:
- Full time undergraduate programme (BSc) in Mass Communication
- Post Graduate Diploma (PGD) in 3 streams (Design and Digital Media, Journalism and Community Relations)
- Full/Part time masters programme (MSc) in Media and Communication
- PhD in Media and Communication

(b) **Professional Programmes**
Professional programmes exist in three forms, namely, certificate courses, seminars and workshops. In-house programmes tailored to suit organisational needs are also available.

(c) **Pattern of delivery**
Our programmes are delivered through a mixture of theory, case study and practice.
Professional Camera Skills for Film & Television Production

From the days of the extremely basic hand-cranked devices to the extremely sophisticated film and HD cameras of today - the cameraman has been the visual eye of the director and the importance of a cameraman to any video project cannot be downplayed. As such it is essential that a cameraman has the skillset to deliver the vision of a director. This course will explore the various camera techniques and challenges of various shooting conditions. Understanding basic photography or videography is essential in the learning process.

MODULES
- Digital Video Formats
- Still Photography
- Directing (developing a visual eye)
- Lensing - Filters
- Lighting
  - 3 point lighting
  - Lighting for Chroma
- Composition
  - Focusing
  - Angles

LEARNING OUTCOMES
- Single camera production
- Multi camera production
- Lensing, Framing and Composition
- Camera and Gear options
- Camera Movements and Continuity
- Mise-en-Scene

COURSE WORK & PROJECTS
- Commercial / Documentary
- Music Video
- Interview
- Creative Photography

Module Synopses

Video formats
Understanding cameras and video formats is an important part of filming. The level of compression, whether H264, ProRes, Raw, 4K, DV, influences the how much light is used, white balance and editing workflow. This module will take you through the different file formats, their properties and workflow.

Still photography:
The basis of video production remains still photography, and understanding the principle of photography becomes key. This module will explore and dissect the principles behind the functions of a camera from aperture, shutter speed, depth of field, sensor sizes and their relationship to lights etc.

Lensing & Filters:
A very important part of photography is lensing, the right choice of lens adds significant actionable visual perception and wrong choice of lens adds no more value than the obvious. The key job of any visualist, which cameramen are, is to create aesthetics and managing perception is key to this process. Lenses are the weapons of any cameraman and this module will explore the various types of lenses and their visual effects.

Lighting:
Lighting is key to video and understanding the principles of lighting goes a long way to enhancing the aesthetics of any picture. This module will explore the principles of three point lighting and its importance.

Directing:
This module brings together everything taught in the above modules and applies them in the directorial process. Since the job of a cameraman is to interpret the directors brief visually, this module focuses on helping cameraman see things through the eyes of a director.

For Whom
Existing & aspiring camera men, script writers, university graduates and all those interested in improving their camera skills.

Course Fees
Cover course materials, tea and lunch

Certificate
A certificate of participation will be awarded to participants who attend all the modules and fulfill the requirements of the programme.

Venue
School of Media and Communication (SMC)
Pan-Atlantic University, Main Campus,
Km 52 Lekki-Epe Expressway,
Ibeju-Lekki, Lagos

Date 22 - 27 February, 2016
Course Fee N280,000 per participant

Enquiries and Registration
Further information on all SMC programmes and activities can be obtained online @ www.smc.edu.ng
or by calling Isaac - 0803 346 0440, 0805 822 7207, 0708 034 9378
Opeyemi Gazali - 0806 638 5629, 0806 564 6271
or from our office at School of Media and Communication (SMC)
Pan-Atlantic University, Main Campus,
Km 52 Lekki-Epe Expressway, Ibeju-Lekki, Lagos.