



**PAN-ATLANTIC
UNIVERSITY**

SCHOOL OF MEDIA AND COMMUNICATION



**B.Sc FILM AND MULTIMEDIA PROGRAMME
STUDENT HANDBOOK**

**SCHOOL OF MEDIA AND COMMUNICATION,
PAN-ATLANTIC UNIVERSITY**

**BSc Film and Multimedia Programme
Student Handbook**

While every effort has been made, in the compilation of this handbook, to be as accurate as possible with regards to the content, it is still possible that some modifications could occur as time goes on. Besides, in addition to these topics, others might be added.

All changes/alterations will be announced subsequently through routine communication by the Pan-Atlantic University.

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The Mission of the Programme

The undergraduate programme in Film and Multimedia is aimed at developing creative, competent, responsible, and ethically-minded film and multimedia professionals, who will be conscious of their unique cultural role as regards the creation of content and who will strive to contribute to societal progress by transmitting the most positive and enduring values through their work. The programme, therefore, will uphold and impart to the students the intellectual, ethical and professional values that promote creativity, responsibility, respect for the common good, and best practice. The overall intention is to nurture individuals who are creative, professionally competent, enterprising, and zealous for the common good with the ability to make free and morally upright decisions, and who can thus impart positive values in service to society.

The programme will provide intensive practical and theoretical courses that encompass all key aspects of film and multimedia production. It will emphasize particularly the need for high ethical standards in the exercise of professional work and obligations. Hence, the curriculum will be suffused with courses that deal with human values, analytical and critical thinking and the appropriate use of communication media.

The Philosophy of Programme

The programme seeks to equip students with the theoretical knowledge and the practical skills for film and multimedia. The programme will ensure that the students do not only possess a good grasp of the technical aspects but that they also know and understand the guiding principles. In this way, the students will not just learn the craft but will acquire the ability to apply their knowledge by adequately interpreting and adjusting to the diverse communicative events to come up with creative solutions.

The programme will also strive to equip the students with entrepreneurial skills such that they are capable of setting up and running film and multimedia enterprises. By fostering the spirit of enterprise, the programme aims to prepare persons who can discern opportunities in the environment, actualise new possibilities in the economic and social spheres, and effectively manage the new media enterprises.

The programme will lay emphasis on producing persons who are well-read and knowledgeable, but they will also be led to read with a critical spirit, showing discernment and good judgement. Similar emphasis will be given to the impartation of professional ethics in which the ethical dimension of the human person and the necessity of social responsibility will be treated.

Guiding Principles for the Programme

The following basic points are the guiding principles for the programme:

- a) The undergraduate degree programme in Film and Multimedia will be offered to secondary school leavers, thus preparing them to play an active role in nation building.
- b) The programme will impart an education that is relevant to the needs of the nation and of international standard. The relevance of the programme's content will be ensured by fostering a strong relationship with the industry.
- c) The programme will give particular emphasis to teaching and research. The academic staff will be **encouraged** to engage in research and attend conferences of relevance across the world. This is expected to ensure a continuous improvement in their teaching and maintain its relevance to the needs of the nation.
- d) The programme will be concerned with the integral formation of the individual and will lay special emphasis on the development of values and ideals. Professional ethics will permeate all teaching activities of the programme.

Goals of the Programme

The primary goals of the undergraduate programme in Film and Multimedia are to:

- Equip students with the skills and competences to exploit the resources at the intersection of the theory and practice of film and multimedia;
- Produce industry-ready graduates with requisite skills and competences in film and multimedia content creation;
- Produce graduates targeted at the rarefied manpower needs of the film and multimedia industry;
- Produce graduates who can deploy and exploit their skills and competences in film and multimedia to source viable employment opportunities for self and others;
- Produce graduates who are imbued with the spirit of entrepreneurship, innovation and creativity in film and multimedia;
- Impart the education in film and multimedia that competently equips the student to deploy and exploit current technologies and or the convergence of media technologies in the design, production and distribution of information, education and entertainment contents;
- Raise and sustain professional integrity in the film and multimedia industry;
- Foster and sustain a strong relationship with the film and multimedia industry;

- Impart the education in film and multimedia that is in tune both with international best practices and the needs of the nation; and
- Prepare the products for post-graduate studies in film, multimedia or other cognate disciplines.
- Produce graduates that will apply a creative and critical approach to the exercise of the film and multimedia professions.
- Produce professionals that will exercise a high level of professional ethics in the exercise of this profession.

General Regulations of the School of Media and Communication

Preamble

The regulations that govern the courses leading to the four-year degree of a Bachelor of Science in Film and Multimedia are as stated below. These provisions may be amended from time to time by the University Senate.

1.0 Degree

The School shall provide a programme of study that will lead to the degree of a Bachelor of Science in Film and Multimedia.

2.0 Admission and Matriculation Requirements

Candidates for the undergraduate programme shall be accepted at the 100 level, for a four-year programme, and in 200 level as direct entry applicants, for a three-year course.

Admission into the programme, at the 100 level, will ordinarily be based on the candidate's performance at both the Unified Tertiary Matriculation Examination (UTME) and the entrance examination of the University. In addition, the candidate should possess passes at Credit level in the Senior Secondary Certificate (SSC), or its equivalent, in five relevant subjects, including English Language and Mathematics, in not more than two passes.

To gain admission into the 200 level, the candidate, in addition to passing the evaluative test of the Pan-Atlantic University, will need to possess either Two 'A' level passes in Arts or Social Science subjects or a tertiary level certificate such as NCE, OND or HND. The direct entry level candidate must also possess five credit level passes in five relevant subjects at Senior Secondary Certificate Examination (SSCE), which must include Mathematics and English Language.

3.0 The Semester Course System

- 3.1** The undergraduate programme in Film and Multimedia will be run on the Semester Course basis, and there will be two semesters in the academic year.
- 3.2** Instruction in the programme shall be by courses, and it will be mandatory for students to take an approved combination of courses in any semester.
- 3.3** An evaluation of the courses will be carried out in terms of course units. For this purpose, one course unit is defined as one lecture/seminar/tutorial hour or **three** hours of practical class per week, for the duration of a semester. Ordinarily, students shall be expected to register for a prescribed number of units in each academic year. This number will be determined by Senate based on the recommendation of the School Board.
- 3.4** There shall be four levels of courses in line with the years of study. The levels shall be numbered respectively as 101-199, 201-299, 301-399 and 401-499. Each of these numbers shall be prefixed by a two or three letter subject code.
- 3.5** Students will be required to complete their registration for the courses within the period stipulated by the School. Amendment of this registration will be allowed through the addition or deletion of courses, but it must take place within six weeks of the commencement of lectures.
- 3.6** Direct entry and transfer students that enter into the second year of the programme will have to take some compulsory courses from the first year prior to their graduation from the University. However, if the Faculty Board assesses that a student has done any of the courses elsewhere, such a student will be exempted from taking the course. The courses concerned are listed below.
- PAU-FMM-103 Principles of Ethical Storytelling and the Literary Arts
 - PAU-FMM-106 The content creator and society

4.0 Examinations and Grading System

- 4.1** At the end of each semester, students will be examined on all the courses they have registered for and been taught during that period. They shall subsequently be credited with the number of course units assigned to the courses that they pass.

The assessment of students will be based on a combination of continuous assessment (tests, assignments, etc.), class participation and examinations. To be eligible to sit for any examinations, students will be expected to attend a minimum of 80% of the lectures of any course registered for.

All courses registered for will be taken into consideration during the computation of results. Students will not be credited for courses that they did not register for even if they are inadvertently allowed to take the examinations and pass them.

Failure to take the examination in a course for which one has registered will attract a score of 0.0, which will have the consequent effect of lowering the student's Grade Point Average.

4.2 Special examinations to enable a student graduate may in exceptional circumstances be held by order of Senate.

4.3 Grades will be awarded based on the scores of the students as follows:

Per cent score	Grade point	Letter Grade
70 – 100	5.0	A
60 – 69	4.0	B
50 – 59	3.0	C
45 – 49	2.0	D
40 – 44	1.0	E
0 – 39	0.0	F

For the purpose of description, a score below 1.0 Grade Point (from letter grade E) constitutes a failure. The following qualifications shall be applied to the grades:

A	Excellent
B	Good
C	Fair
D	Pass
E	Poor
F	Failed

To obtain the Cumulative Grade Point Average (CGPA) of the student, the grade point assigned to the mark obtained in each course is multiplied by the units of that course. The total from all the courses is added up to give the total weighted grade point. This total is then divided by the total number of units taken by the student to give the grade point average.

5.0 Retention and Progression

To remain in the School, students will be required to ensure that their CGPA does not fall below 1.5. If a student's CGPA falls below 1.5, the student will be placed on probation. If the student fails to improve and, after one semester of probation, his/her CGPA remains below 1.5, that student will be asked to withdraw. A student on probation will not be permitted to register for more than 18 units.

6.0 Period of Study and Requirements for the Award of a Degree

The normal period of study for an honours degree shall be eight semesters for 100 level entrants and six semesters for direct level entrants. The minimum number of course units for the award of a degree shall be 135 and 115 for 100 level entrants and direct level entrants respectively.

The determination of the class of degree shall be based on the weighted grade points of all the courses taken including the courses that are repeated. The award of the degree with honours shall be dependent on the student having obtained a Cumulative Grade Point Average of at least 2.0 in addition to fulfilling other minimum requirements for an honours degree.

The following classes of degree are approved for the CGPA indicated:

Class of Degree	Cumulative GPA
First Class	4.5 - 5.0
Second Class (<i>Upper Division</i>)	3.5 – 4.49
Second Class (<i>Lower Division</i>)	2.4 – 3.49
Third Class	1.5 – 2.39
Pass	1.00 – 1.49

The maximum number of semesters for the award of an honours degree shall be ten semesters. A student who spends more time than this to complete the degree programme will ordinarily not be eligible for an honours classification.

The maximum period of study for a pass degree shall be 14 semesters.

B.SC FILM AND MULTIMEDIA PROGRAMME STRUCTURE

FIRST YEAR COURSES

Course Code	Course Title	Units	Status	LH	PH
<i>First Semester</i>					
GST 111	Communication in English	2	C	15	45
CMS 101	Introduction to Human Communication	2	C	30	Nil
FMM 101	History of Film and Multimedia	2	C	30	Nil
PAU-FMM 191	Introduction to Theology	2	C	30	Nil
PAU-FMM 103	Principles of Ethical Storytelling and the Literary Arts	3	C	30	45
PAU-FMM 105	Critical and Creative Thinking	2	R	30	Nil
TOTAL		13			
<i>Second Semester</i>					
GST 112	Nigerian Peoples and Culture	2	C	30	Nil
CMS 102	Writing for the Media	2	C	30	Nil
FMM 102	Film, Multimedia and Culture I	2	C	30	Nil
PAU-FMM 104	Project Management for Creatives	2	R	15	45
PAU-FMM 106	The Content Creator and Society	3	R	30	45
PAU-FMM 108	Freehand Sketching	2	C	15	45
TOTAL		13			

SECOND YEAR COURSES

Course Code	Course Title	Units	Status	LH	PH
<i>First Semester</i>					
ENT 211	Entrepreneurship and Innovation	2	C	15	45
CMS 201	History of Nigerian Media	2	C	30	Nil
FMM 201	Film Analysis and Criticism	2	C	30	Nil
FMM 203	Economics and Management of Film and Multimedia	3	C	45	Nil
FMM 205	Elements of Film Production	2	C	15	45
PAU-FMM 291	English For Business Purposes	2	C	30	Nil
PAU-FMM 292	The Nature of Human Beings	2	C	30	Nil
TOTAL		15			
<i>Second Semester</i>					
GST 212	Philosophy, Logic and Human Existence	2	C	30	Nil
FMM 202	Digital Literacy	2	C	15	45
FMM 204	Film, Multimedia and Culture II	2	C	30	Nil
FMM 206	Elements of Multimedia Production	2	C	15	45
PAU-FMM 208	Introduction to Sound	2	C	15	45
PAU-FMM 210	World Cinema	3	R	45	Nil
PAU-FMM 212	Music Score for Film and Multimedia	3	C	15	45
TOTAL		16			

THIRD YEAR COURSES

Course Code	Course Title	Units	Status	LH	PH
<i>First Semester</i>					
CMS 301	Theories of Communication	2	C	30	Nil
CMS 303	Data Analysis in Communication Research	2	C	30	Nil
ENT 312	Venture Creation	2	C	15	45
FMM 301	Film Scripting and Directing I	2	C	15	45
FMM 303	Cinematography, Motion Picture Sound & Digital Technology II	2	C	15	45
FMM 305	Film and Multimedia Production: Design and Editing I	2	C	15	45
FMM 307	Capstone Projects I: Film and Multimedia	3	C	15	90
PAU-FMM 392	Professional and Personal Skills	2	C	30	Nil
PAU-FMM 309	Visual Effect Design and Visualisation	3	C	30	45
TOTAL		20			
<i>Second Semester</i>					
GST 312	Peace and Conflict Resolution	2	C	30	Nil
CMS 302	Foundation of Communication Research	2	C	30	Nil
FMM 302	Digital Storytelling I	2	C	15	45
FMM 304	Cinematography, Motion Picture Sound and Digital Technology II	2	C	15	45
FMM 306	Film and Multimedia Production Design and Editing II	2	C	15	45
FMM 308	Capstone Projects II: Film and Multimedia	3	C	15	90
FMM 310	Internship	3	C	15	90
PAU-FMM 312	3D Design and Visual Effects for Films	3	C	30	45
PAU-FMM 314	Introduction to Media Distribution	2	R	30	Nil
TOTAL		21			

FOURTH YEAR COURSES

Course Code	Course Title	Unit	Status	LH	PH
<i>First semester</i>					
CMS 401	International Communication	2	C	30	Nil
FMM 401	Film Scripting & Directing II	2	C	15	45
FMM 403	Cinematography, Motion Picture Sound & Digital Technology III	2	C	15	45
FMM 405	Film & Multimedia Production Design & Editing III	2	C	15	45
FMM 407	Capstone Projects III: Film & Multimedia	3	C	15	90
PAU-FMM 409	Pre-Production Sound Design	3	C	30	45
PAU-FMM 411	Professional Ethics for Film and Multimedia	2	C	30	Nil
PAU-FMM 413	Business Skills for the Content Creator	3	R	30	45
TOTAL		19			
<i>Second Semester</i>					
CMS 402	Communication & Society	2	C	30	Nil
FMM 402	Digital Storytelling II	2	C	15	45
FMM 404	Cinematography, Motion Picture Sound & Digital Technology IV	2	C	15	45
FMM 406	Film & Multimedia Production Design & Editing IV	2	C	15	45
FMM 408	Capstone Projects IV: Film & Multimedia	3	C	15	90
FMM 410	Final Project	4	C	Nil	180
PAU-FMM 412	Post-Production Sound Design	3	C	30	45
TOTAL		18			

COURSE CONTENT AND LEARNING OUTCOMES

100 Level – First Semester

GST 111: Communication in English
(2 Units Compulsory, LH 15, PH 45)

LEARNING OUTCOMES

At the end of this course, students should be able to:

1. Identify possible sound patterns in English Language;
2. List notable Language skills;
3. Classify word formation processes;
4. Construct simple and fairly complex sentences in English;
5. Apply logical and critical reasoning skills for meaningful presentations;
6. Demonstrate an appreciable level of the art of public speaking and listening; and
7. Write simple and technical reports.

COURSE CONTENTS

Sound patterns in English Language (vowels and consonants, phonetics and phonology). English word classes (lexical and grammatical words, definitions, forms, functions, usages, collocations). Sentence in English (types: structural and functional, simple and complex). Grammar and usage (tense, mood, modality and concord, aspects of language use in everyday life). Logical and critical thinking and reasoning methods (logic and syllogism, inductive and deductive argument and reasoning methods, analogy, generalisation and explanations). Ethical considerations, copyright rules and infringements. Writing activities: (pre-writing, writing, post writing, editing and proofreading; brainstorming, outlining, paragraphing, types of writing, summary, essays, letter, curriculum vitae, report writing, note making etc., mechanics of writing). Comprehension strategies: (reading and types of reading, comprehension skills, 3RsQ). Information and communication technology in modern language learning. Language skills for effective communication. Major word formation processes. Writing and reading comprehension strategies. Logical and critical reasoning for meaningful presentations. Art of public speaking and listening. Report writing.

CMS 101: Introduction to Human Communication

(2 Units, Compulsory, LH 30)

LEARNING OUTCOMES

At the end of the course, students should be able to:

1. Explain the different meanings of communication;
2. Highlight the various elements of the communication process;
3. Distinguish between different types of human communication and their features;
4. Explain the roles of communication; and
5. Outline the different forms of African traditional forms of communication.

COURSE CONTENTS

A global overview of the history, institutions and functions of communication in human society; an examination of the concepts, levels/categories and elements of human communication; survey of the role and influence of cultural beliefs and practices as well as changing technologies in human communication. The development of different types of communication media, their uses and influences in social and political development. The course introduces the students to various types of communication, communication process, communication modes, African communication system, African oral traditional communication, structure, the role of the media in the development of African cultures, society and civilisation, factor that have influenced the development of human communication, communication as channels for the cultural values and ideas.

FMM 101: History of Film and Multimedia

(2 Units, Compulsory, LH 30)

LEARNING OUTCOMES

Student should be able to:

1. List the landmarks in the evolution of the narrativity of film, the business of film and the technology of film;
2. List the landmarks in the evolution of the multimedia as a communication medium; and
3. Contrast film and multimedia as products of a historical process.

COURSE CONTENTS

There are two aspects to this course:

1. History of film; and
2. History of multimedia.

Film

A critical survey of the evolution of film from then till now. Crucial landmarks in the growth of film in the following areas: film as a narrative medium; film as business; and the technology of film. Hollywood. Nollywood. Bollywood.

Multimedia

The composite nature of the multimedia content—brief survey of the evolution of: computing; printing; and telecommunications. Detailed appraisal of how these technologies have converged into a communication system that combines text, graphics and sound—and how this medium has evolved from then till now.

Screenings of films that represent the various epochs in the development of film. Exhibition of multimedia contents from the representative eras.

PAU-FMM 103: Principles of Ethical Storytelling and the Literary Arts
(3 Units, Required, LH 30, PH 45)

LEARNING OUTCOMES

At the end of this course students will be able to:

1. Identify the 4 principles of storytelling;
2. Discuss the plot of the selected reading for the semester;
3. Identify themes of a story in line with morals and ethics;
4. Study selected literary texts;
5. Define and identify the story structure;
6. Distinguish the major and minor characters;

COURSE CONTENTS

The art of storytelling. Storytelling for engagement and change. Techniques in narrative writing. What is literary arts. Genres of Literature. Tragedy. Characteristics of tragedy. Comedy in Literature. Characteristics of comedy. Themes of literary text. Plot of text. Characterisation in literature. Structure of literary arts – rising action, climax and falling actions. Principles of ethical storytelling. Storytelling for the screen. Facts Checking. Research for creative writing.

PAU-FMM 105: Critical and Creative Thinking (2 Units, Required, LH 30)

LEARNING OUTCOMES

At the end of the course, the students should be able to:

1. Describe the concept of critical thinking and why it is so important for establishing facts before making decisions;
2. Demonstrate skills in creative thinking by identifying and refining a 'problem' and approaching problem-solving from different angles with a fresh perspective;
3. Build stronger arguments with evidence-based decision making by discerning fact from fiction, and drawing on reasoned arguments for solving problems;
4. Combine both critical and creative thinking to approach problems with sound judgement, and by offering innovative solutions, by yourself and with others.

COURSE CONTENTS

What Thinking is, Elements of Thought, Types of Thinking, Thinking Techniques: Thinking with Ed Bono's Six Hats; What is critical thinking; Skills for critical thinking; Steps or process of critical thinking; ; Logical Thinking-What is logic; What is logical thinking; Some basic concepts of logic; Making Arguments; Scientific Reasoning-Meaning of Scientific Reasoning; Types of Induction; Core Elements of Scientific reasoning; The Value of Expert Opinion; Forming Opinions- What is critical thinking and values; The nature of values; Moral values and opinion; Making Decisions-The value of good decisions; The process of good decision making; Developing Problem Solving Skills-Critical skill requirements in problem-solving; The value of problem solving skills; The similarity of decision making and problem solving process; Steps in problem solving; Questioning Skills-Questioning and Critical Thinking; Types and Examples of Questions; Questions in Research; Interviewing and Question Skills; Language- Lack of clarity; Distorted meaning; Empty meaning; Meaningless clichés (gobbledygook); Bloom's taxonomy; The cognitive taxonomy; The three higher levels-Analysis, Synthesis and Evaluation; What is creativity? The Creative Methods, Negative Attitudes that Block Creativity, Myths About Creative Thinking and Problem Solving; Mental blocks to Creative Thinking and Problem Solving, Positive Attitudes for Creativity, Characteristics of a Creative Person, Types of creativity; Creative thinking techniques: Disney's creative strategy, SCAMPER, Idea box, Creative thinking and performance: Relationship, Individual and collaborative performance; Value paradox in the assessment of performance based on creative thinking, Ethical considerations.

PAU-FMM 191: Introduction to Christian Theology
(2 Units, Compulsory, LH 30)

LEARNING OUTCOMES

On completion of the course, the students should be able to:

1. Discuss at least 3 philosophical arguments about the existence of God;
2. Narrate a brief history of the Christian religion and the origins of the Bible;
3. Explain the relationship between science and faith using at least three concrete examples;
4. Explain three modern theories about the relationship between creation and evolution;
5. Analyze human actions to determine their morality based on the three criteria of action, circumstance, and intention;
6. List and explain the Ten Commandments and their implications;
7. Explain the Christian view of contemporary sexual issues like homosexuality, pornography, and cohabitation;
8. Explain the ethics of handling the truth: detraction and keeping professional secrets;
9. Explain the ethics behind gambling; and
10. Explain the ethics behind contemporary issues relating to human life and drug use.

COURSE CONTENTS

The Existence of God. Divine Revelation. Creation and Evolution. Jesus Christ: both man and God. Eschatology. Human Freedom and Natural Law. Moral Conscience. Factors that determine the Morality of Human Acts. Personal Sin and Responsibility. Influence of the Passions in Human Actions. The Virtues. Introduction to the Ten Commandments. Contemporary human Life issues. Contemporary sexual issues. The morality of Gambling. Contemporary issues regarding handling the truth. Christian Prayer.

100 Level – Second Semester

GST 112: Nigerian Peoples and Culture (2 Units, Compulsory, LH 30)

LEARNING OUTCOMES

At the end of the course, students should be able to

1. Analyse the historical foundation of the Nigerian culture and arts in pre-colonial times;
2. List and identify the major linguistic groups in Nigeria;
3. Explain the gradual evolution of Nigeria as a political unit;
4. Analyse the concepts of trade, economic and self-reliance status of the Nigerian peoples towards national development;
5. Enumerate the challenges of the Nigerian State towards nation building;
6. Analyse the role of the judiciary in upholding people's fundamental rights;
7. Identify acceptable norms and values of the major ethnic groups in Nigeria; and
8. List and suggest possible solutions to identifiable Nigerian environmental, moral and value problems.

COURSE CONTENTS

Nigerian history, culture and art up to 1800 (Yoruba, Hausa and Igbo peoples and culture; peoples and culture of the ethnic minority groups). Nigeria under colonial rule (advent of colonial rule in Nigeria; colonial administration of Nigeria). Evolution of Nigeria as a political unit (amalgamation of Nigeria in 1914; formation of political parties in Nigeria; Nationalist movement and struggle for independence). Nigeria and challenges of nation building (military intervention in Nigerian politics; Nigerian Civil War). Concept of trade and economics of self-reliance (indigenous trade and market system; indigenous apprenticeship system among Nigeria people; trade, skill acquisition and self-reliance). Social justices and national development (law definition and classification. Judiciary and fundamental rights. Individual, norms and values (basic Nigeria norms and values, patterns of citizenship acquisition; citizenship and civic responsibilities; indigenous languages, usage and development; negative attitudes and conducts. Cultism, kidnapping and other related social vices). Re-orientation, moral and national values (The 3R's – Reconstruction, Rehabilitation and Re-orientation; Re-orientation strategies: Operation Feed the Nation (OFN), Green Revolution, Austerity Measures, War Against Indiscipline (WAI), War Against Indiscipline and Corruption (WAIC), Mass Mobilisation for Self-Reliance, Social Justice and Economic Recovery (MAMSER), National Orientation Agency (NOA). Current socio-political and cultural developments in Nigeria.

CMS 102: Writing for the Media **(2 Units, Compulsory, LH 30)**

LEARNING OUTCOMES

At the end of the course, students should be able to:

1. Explain the writing process and sources of information;
2. Outline the different forms of media writing - newspaper stories, blogging, ethics of mass media writing, news release, advertorial, press statement, backgrounder, speech writing, rejoinder, letter to editor, advertising copy, internet advertising; and
3. Demonstrate different writing styles for the media.

COURSE CONTENTS

Instruction and practice in writing for the various media including social media with the major emphasis on development of effective styles in professional communications and proficiency in grammar and the use of language. The course will discuss the basics of writing for print, broadcast, public relations and advertising. Students will learn writing formats for newspapers, magazines, radio and television as well as for online media. The students will also be introduced to the differences between media writing & creative writing, basics of film scripting and other forms of fiction writing.

FMM 102: Film, Multimedia & Culture I **(2 Units, Compulsory, LH 30)**

LEARNING OUTCOMES

Student should be able to:

1. Analyse the various definitions of culture;
2. Analyse the characteristics of culture; and
3. Analyse film and multimedia as cultural expressions.

COURSE CONTENTS

Film and multimedia productions within the defining context of culture—within the peculiarities and dynamics of culture. The critical examination of the concept of culture; the characteristics of culture; etc. Cultural expressions like myths; folktales; fables; hair adornment; body graphics; scarification etc. are critically examined. Major expressions of popular culture—movies; etc. In other words, film and multimedia productions are positioned as cultural expressions. Screening of films and multimedia contents that are adjudged significant on account of how they have incorporated identifiable aspects of specific cultures.

PAU-FMM 104: Project Management for Creatives **(2 Units, Required, LH 15, PH 45)**

LEARNING OUTCOMES

At the end of this course students will be able to:

1. List six different characteristics that describe what a project is;
2. Create a practical project management document for one production;
3. Identify the four main parts of the project life cycle as well as the stakeholders and roles, challenges and importance of project management;
4. Apply the tools and techniques in starting and planning a project;
5. Apply different project management processes, tools and techniques through the different phases of the project;
6. Prepare a proposal for one project and present the business case.

COURSE CONTENTS

Introduction to project management. The role of the project manager in a creative space. Importance of project management. Evaluation phase in project management. Project Planning. Project execution. Basic communication skills for project managers. Time management skills. Stages in project management: estimating the budget and cost of the project; creating a plan and schedule for the project; management of risks; preparing project proposals; mobilizing the project resources; and evaluating which project to select. Popular project management software.

PAU-FMM-106: The Content Creator and Society **(3 Units, Required, LH 30, PH 45)**

LEARNING OUTCOMES

On completion of the course, the students should be able to:

1. Illustrate with five examples what responsibility and accountability consist of for content creators;
2. Explain three ways in which content creation can promote positive change in society;
3. Produce one piece of media with positive content that combats the harmful and stereotypical narratives about Nigeria and Africa at large;
4. Describe three ways for ensuring that their content is factual;
5. List five steps for ensuring honesty and fairness in the creation of content.

COURSE CONTENT

The content creator as a member of society. The key role of the content creator in the creation of public knowledge and discussion. Exercising freedom of speech, information, publication and expression as a content creator. Distinguishing between fact and opinion

in content creation. Code of ethics for the content creator. Content creation and advocacy: Promoting social change through stories. Accountability and responsibility for the content creator. Content creation and authenticity: The process for verifying content authenticity. Approaches for avoiding stereotypical and harmful content. Ensuring true representation in content creation. Defining educational and entertainment value in created content. Engagement with an actual community to produce promotional content.

PAU-FMM 108: Freehand Sketching
(2 Units, Compulsory, LH 15, PH 45)

LEARNING OUTCOMES:

At the end of the course, the student should:

1. Possess the ability to employ drawings to design and conceptualize products
2. Possess the ability to use drawings for exploration, conceptual development, and communication
3. Demonstrate the ability to evaluate the effectiveness of an illustration
4. Possess proficiency in the use of digital tools to illustrate design concepts

COURSE CONTENTS

Illustrating with dry media, differentiating drawing from sketching, drawing fundamentals – line, and shape. Perspectives, perspective drawing, one-point perspective, two-point perspective, three-point perspective. Human proportion, proportions/placement/depth, relationship in space. Storyboards, portraits.

200 Level – First Semester

ENT 211: Entrepreneurship and Innovation (2 Units, **Compulsory**, LH 15, PH 45)

LEARNING OUTCOMES

At the end of this course, students should be able to:

1. Explain the concepts and theories of entrepreneurship, intrapreneurship, opportunity seeking, new value creation, and risk taking;
2. State the characteristics of an entrepreneur;
3. Analyse the importance of micro and small businesses in wealth creation, employment, and financial independence;
4. Engage in entrepreneurial thinking;
5. Identify key elements in innovation;
6. Describe stages in enterprise formation, partnership and networking including business planning;
7. Describe contemporary entrepreneurial issues in Nigeria, Africa and the rest of the world; and
8. State the basic principles of e-commerce.

COURSE CONTENTS

Concept of entrepreneurship (entrepreneurship, intrapreneurship/corporate entrepreneurship). Theories, rationale and relevance of entrepreneurship (Schumpeterian and other perspectives, risk-taking, necessity and opportunity-based entrepreneurship and creative destruction). Characteristics of entrepreneurs (opportunity seeker, risk taker, natural and nurtured, problem solver and change agent, innovator and creative thinker). Entrepreneurial thinking (critical thinking, reflective thinking, and creative thinking). Innovation (concept of innovation, dimensions of innovation, change and innovation, knowledge and innovation). Enterprise formation, partnership and networking (basics of business plan, forms of business ownership, business registration and forming alliances and joint ventures). Contemporary entrepreneurship issues (knowledge, skills and technology, intellectual property, virtual office, networking). Entrepreneurship in Nigeria (biography of inspirational entrepreneurs, youth and women entrepreneurship, entrepreneurship support institutions, youth enterprise networks and environmental and cultural barriers to entrepreneurship). Basic principles of e-commerce.

CMS 201: History of Nigerian Media **(2 Units, Compulsory, LH 30)**

LEARNING OUTCOMES

At the end of the course, students should be able to:

1. Highlight the origin and development of media in Nigeria;
2. Explain the factor that have influenced the development of the media; and
3. Outline the roles the media have played in Nigeria's development

COURSE CONTENTS

Major trends in the development of the communication and media in Nigeria and their contemporary situation; as well as their adaptation and contribution to the political, religious, economic and social development in Nigeria. It examines the factors that have influenced their development, their roles in the Nigerian society. The focus of the course should not be limited to the press and broadcasting but should include film, advertising, PR, new/social media.

FMM 201: Film Analysis & Criticism **(2 Units, Compulsory, LH 30)**

LEARNING OUTCOMES

Student should be able to:

1. Identify and explain key critical terms in cinematic language and film analysis;
2. Identify, illustrate, create, and appraise content created in class exercises;
3. Identify, explain, exemplify, compose, and justify critical positions in writing and/oral presentations;
4. Recognise, summarise, and compose written and oral presentations about motion picture aesthetics and the cultural context of production; and
5. Develop and reflect on personally and cultural ethical positions when reviewing motion pictures.

COURSE CONTENTS

Introduction to film analysis and criticism. Exploration of critical approaches to narrative, non-narrative films, as well as critical lenses such as genre, authorship, and ideology with which motion pictures can be analysed. Introduction to the craft and art of film, including the methods used to shoot, portray reality, develop engaging characters, and construct expressive content through creative manipulation of image and sound. Analyses of mise-en-scene, cinematography, editing, and sound in motion pictures. Examination of the social, cultural, and political contexts of motion pictures as a medium. Systematic

interpretation and analysis of film/motion pictures. Main topic areas: motion picture formal systems: [narrative/narration; rhetorical and categorical; associational abstract] motion picture stylistic systems: [aspects of mise-en-scène; properties of cinematography; dimensions of editing; properties of sound]; analysis of style; basic approaches to motion picture analysis [cultural analysis; race; gender]; genre analysis and authorship analysis.

FMM 203: Economics & Management of Film & Multimedia Projects & Enterprises (3 Units, Compulsory, LH 45)

LEARNING OUTCOMES

Student should be able to:

1. Make the distinction between film-multimedia production as art and as business.
2. Analyse the film-multimedia production marketplace;
3. Explain the process of setting up the film-multimedia production enterprise and outline the challenges in running it;
4. Anatomise the film-multimedia industry;
5. Explain how copyright works; and
6. Develop grant-oriented proposals and co-production deals.

COURSE CONTENTS

Film and multimedia as commodities and as enterprises that relate to market forces. General survey of the film-multimedia marketplace. Analysis of how film and multimedia produce value, distribute value; and earn value. The process of and challenges in setting up and running film and multimedia production companies. The organisation of the film-multimedia production industry. Copyright, contracts and rights and releases. Challenges of working with artistes, production crew, marketers/advertising agents, networks, etc. Proposals and processes of sourcing funds. Co-production deals. Case studies of successful, not-too-successful; and distressed film and multimedia projects and enterprises.

FMM 205: Elements of Film Production **(2 Units, Compulsory, LH 15, PH 45)**

LEARNING OUTCOMES

Student should be able to:

1. Analyse how the audio-visual media interface audio and visual images/files/contents;
2. Analyse the elements and techniques of film;
3. Describe the nature of film in relation to the film value chain and the film production process
4. Execute a simple film project; and
5. Compare the different types of film.

COURSE CONTENTS

The constituents of the audio-visual media: how the audio-visual media combine the visual image; print and other graphics with music; speech and sound effects. Elements of film—plot; theme; structure; characterisation; scenes; visuals; dialogue; conflict and resolution. Techniques of film—camera angles; camera movement; lighting; editing; sound; and music. The film value chain against the background of the film production process—pre-production; production; and post-production. Types of film—feature; documentary; feature length animated films; live action short films; special venue films, etc. Basic techniques of filmmaking. *Screening of appropriate films for illustration. Films selected for screening should not be restricted to those films that got it right. Films that serve as examples of how-not-to-do-it should also be screened.*

PAU-FMM 291: English for Business Purposes **(2 Units, Compulsory, LH 30)**

LEARNING OUTCOMES

On completion of the course, the student should be able to:

1. State at least two purposes of grammatical structures in research writing;
2. Demonstrate an appreciable level of grammatical competence in the use of academic vocabulary in at least three practical writing exercises;
3. Write at least three commands of grammar while using academic vocabulary;
4. Extract and analyze at least three relevant quotes to support research arguments;
5. Analyse two research essays for relevant pieces of information.

COURSE CONTENTS

The structure of academic writing. The tense in abstract writing. The tense and structure of the literature review. The connecting words and structure of the statement of the problem. The content and diction of justification of the study. Elements of writing

research objectives and questions. The language of annotated bibliography. APA style list of references and in-text quotations. Language interpretation. Application of credible current online materials. Language tools for analyses. Advanced quoting, summary, and paraphrasing. Plagiarism. Integrating sources. Writing ethics. Book and journal review. Making a PowerPoint presentation of your topic. Critical reading skills.

PAU-FMM 292: The Nature of Human Beings **(2 Units, Compulsory, LH 30)**

LEARNING OUTCOMES

On completion of the course, students should be able to:

1. Explain the basic concepts in philosophical anthropology;
2. Compare the nature of human beings with the nature of lower animals;
3. Explain the operations of the human intellect and Will;
4. Explain human dignity, its foundation, and its practical consequences of human dignity in socio-political, economic, and cultural practices as well as in technology development;
5. Demonstrate knowledge of human virtues and their development in the human person;
6. Discuss the phenomenon of human death, the immortality of the soul, and how the idea of death shapes one's sense of meaning and value of one's life and that of others.

COURSE CONTENTS

Introduction and conceptual clarifications. Human beings as higher animals. Human emotions and emotional Intelligence. The rationality of human beings – intelligence and will. The unity of the human person. Human sexuality. The nature of Human Freedom. Freedom and truth. Freedom and Evil. Human beings as social beings. Expanded view of the social environment – virtual world and meta-verse. Human beings as working beings – the objective and subjective dimensions of human work. Human development – the virtues. The dignity of human beings and its practical consequences. Human fulfillment. Existence and the meaning of life. The phenomenon of human death.

200 Level – Second Semester

GST 212: Philosophy, Logic and Human Existence (2 Units **Compulsory**: LH 30)

LEARNING OUTCOMES

A student who has successfully gone through this course should be able to:

1. Know the basic features of philosophy as an academic discipline;
2. Identify the main branches of philosophy & the centrality of logic in philosophical discourse;
3. Know the elementary rules of reasoning;
4. Distinguish between valid and invalid arguments;
5. Think critically and assess arguments in texts, conversations and day-to-day discussions;
6. Critically assess the rationality or otherwise of human conduct under different existential conditions;
7. Develop the capacity to extrapolate and deploy expertise in logic to other areas of knowledge, and
8. Guide his or her actions, using the knowledge and expertise acquired in philosophy and logic.

COURSE CONTENTS

Scope of philosophy; notions, meanings, branches and problems of philosophy. Logic as an indispensable tool of philosophy. Elements of syllogism, symbolic logic— the first nine rules of inference. Informal fallacies, laws of thought, nature of arguments. Valid and invalid arguments, logic of form and logic of content — deduction, induction and inferences. Creative and critical thinking. Impact of philosophy on human existence. Philosophy and politics, philosophy and human conduct, philosophy and religion, philosophy and human values, philosophy and character moulding, etc.

FMM 202: Digital Literacy (2 Units, **Compulsory**, LH 15, PH 45)

LEARNING OUTCOMES

On completion of the course, the student should be able to:

1. Identify and describe major components of a computer system and evaluate its potentials and limitations;
2. Identify, explain, and demonstrate ways to organise and manipulate databases in a variety of locations;

3. Create, modify, and export documents, spreadsheet, and digital presentations documents using diverse and appropriate applications;
4. Explain and demonstrate the use of search techniques to locate information and evaluate reliability sources;
5. Describe and evaluate a variety of social networking and digital media forms; and
6. Describe and demonstrate best, safe, and ethical uses of online and interactive communication tools.

COURSE CONTENTS

The basics of computer hardware and software; hands-on exercises on word processing, spreadsheets, presentations, databases, Internet, e-mail, and social media uses. Through class exercises students will use digital technologies and develop skills to think critically, collaborate, and create content. Introduction to basic information literacy, interactive media, and social networking safety and ethics. Major content areas: computers—hardware and software fundamentals; intro to the Internet; basics of online communication, interactive, and social media tools; intro to Word processing and Spreadsheets; basics of Database concepts; intro to Data visualisation, presentation graphics, and digital aesthetics.

FMM 204: Film, Multimedia & Culture II **(2 Units, Compulsory, LH 30)**

LEARNING OUTCOMES

On completion of the course, the student should be able to:

1. Illustrate/assess the relationship of culture and film/multimedia productions;
2. Analyse film and multimedia productions as cultural production; and
3. Evaluate the interdependence of culture and technology in relation to cultural productions like motion picture and multimedia productions.

COURSE CONTENTS

Critical evaluation of the interplay of film, multimedia and culture in society. Main areas of focus: the impact of culture on creativity; culture as a creative resource: the creativity of culture and the culture of creativity; how technology enhances cultural productions like movies, etc.; and how cultural productions make technology more relevant. *Screening of films that adequately illustrate the issues raised in this course.*

FMM 206: Elements of Multimedia Production

(2 Units, **Compulsory**, LH 15, PH 45)

LEARNING OUTCOMES

On completion of the course, the student should be able to:

1. Identify, describe, and apply basic skills and tools in multimedia development process planning, scripting, storyboarding, production, and evaluation;
2. Demonstrate basic design, composition, and layout skills across print and electronic formats.
3. Describe and analyse multimedia products and issues;
4. Critique and appreciate historical and cultural contexts of visual design aesthetics; and
5. Exemplify and demonstrate collaborative skills.

COURSE CONTENTS

Process and techniques of creating multimedia content that combines multiple elements, including texts, interactive graphics, photography, video, audio; and that can be presented on multiple media formats, such as, CD-ROMs, DVDs, websites, posters, papers, etc. Essentials of design, basic coding skills, and software authoring. Exercises in projects that advance skills in Adobe CC and Mac computers. Major content areas: multimedia production technologies; fundamental graphic and visual design; basic software and web authoring; adobe InDesign, Photoshop, Illustrator, etc; basic skills in photography and video; brainstorming, researching, ideating, and sketching; and teamwork and online collaboration. *Screening of appropriate multimedia contents for illustration. Multimedia contents selected for screening should not be restricted to those that got it right. Those that serve as examples of how-not-to-do-it should also be screened.*

PAU-FMM 208 Introduction to Sound

(2 Units - **Compulsory**; L=15; P=45)

LEARNING OUTCOMES

On the completion of the course, students should be able to:

1. Describe how sound is made;
2. Identify the three mediums sound can travel through;
3. State the three characteristics of sound;
4. Compare the three methods of measuring sound in different forms;
5. Classify audible sound into at least three categories

COURSE CONTENTS

The nature of sound. Sound pressure. Sound waves. The characteristics of sound. Pitch. Timbre. Intensity. Sound measuring concepts. Frequency concept. Signal concept. Decibel concept. Electromagnetic spectrum. Audio Spectrum. Audible sound classifications. The bass range. The midrange. The treble range.

PAU-FMM 210 World Cinema
(3 Units, Required, LH 45)

LEARNING OUTCOMES

On completion of the course, the students should be able to:

1. Distinguish the styles of a range of films from around the globe;
2. Demonstrate a knowledge of the historical, political and cultural context of films from other countries;
3. Discuss the connections between national and cultural identity and the cinema with examples from the films viewed;
4. Make a comparison of the storytelling components of the films from different cultures;
5. Distinguish between the universal themes common to films in general and unique themes peculiar to the films of different nations.

COURSE CONTENT

A review of various definitions of 'world cinema': A comparison of definitions from different parts of the globe. National cinema and cultural identity. A review of the characteristics of various film cultures. An analysis of film styles from different countries. World cinema as a mode of film practice. The evaluation of films in their historical and cultural context. Commonalities and differences in world cinema.

PAU-FMM 212: Music Score for Film and Multimedia
(3 Units, Compulsory, LH 15, PH 45)

LEARNING OUTCOMES

On the completion of the course, students should be able to:

1. State values of notes;
2. Run at least a scale on a musical instrument;
3. Compose a simple melody;
4. Harmonise a simple melody;
5. State different classifications of western and African musical instruments;
6. Score for a short film

COURSE CONTENTS

Rhythm. Tonality. The Scale. Sequences. Music Writing. The Notes and Rests. The Major Scale. Tones and Semitones. Time Signature. The Great Staff. Melody composition. Cadences. Harmonisation. The Tetrachords. Primary chords Western Musical Instruments. African Musical Instruments. Orchestration.

300 Level – First Semester

CMS 301: Theories of Communication (2 Units **Compulsory**: LH 30)

LEARNING OUTCOMES

On completion of the course, students should be able to:

1. Identify, explain and compare theoretical concepts;
2. Apply theories to real communication and media situations;
3. Critique theories, pointing out their strengths and limitations; and
4. Explain and apply any of the theories in research and practice.

COURSE CONTENTS

Exploration and analysis of major theories and approaches that deal with the nature, uses and effects of media and communication as applied to various types of communication and elements of the communication process (source, message, channels, receiver (audience)); the relationship between theory and research and the relevance of the latter to the success of the former are discussed. The student will be expected to understand the key concept of each theory and to be able to apply them to real communication and media issues and events. The course will explore the historical and contemporary development of the theories.

CMS 303: Data Analysis in Communication Research (2 Units, **Compulsory**, LH 30)

LEARNING OUTCOMES

On completion of the course, the students should be able to:

1. Distinguish between qualitative and quantitative data;
2. Outline the different ways of presenting research data;
3. Apply different software for data analysis; and
4. Discuss how to draw inferences, from data and significance of research findings.

COURSE CONTENTS

Students are introduced to how to analyse both quantitative and qualitative data, particularly the use of tables, graphs and other statistical techniques and procedures, the use of various software, e.g., SPSS. They are taught how to present and interpret data, and draw relevant inferences using these techniques.

ENT 312: Venture Creation
(2 Units Compulsory, LH 15, PH 45)

LEARNING OUTCOMES

At the end of this course, the students, through case study and practical approaches, should be able to:

1. Describe the key steps in venture creation;
2. Spot opportunities in problems and in high potential sectors regardless of geographical location;
3. State how original products, ideas, and concepts are developed;
4. Develop business concept for further incubation or pitching for funding;
5. Identify key sources of entrepreneurial finance;
6. Implement the requirements for establishing and managing micro and small enterprises;
7. Conduct entrepreneurial marketing and e-commerce;
8. Apply a wide variety of emerging technological solutions to entrepreneurship; and
9. Appreciate why ventures fail due to lack of planning and poor implementation.

COURSE CONTENTS

Opportunity identification (sources of business opportunities in Nigeria, environmental scanning, demand and supply gap/unmet needs/market gaps/market research, unutilised resources, social and climate conditions and technology adoption gap). New business development (business planning, market research). Entrepreneurial finance (venture capital, equity finance, micro finance, personal savings, small business investment organisations and business plan competition). Entrepreneurial marketing and e-commerce (principles of marketing, customer acquisition & retention, B2B, C2C and B2C models of e-commerce, first mover advantage, e-commerce business models and successful e-commerce companies). Small business management/family business: leadership & management, basic book keeping, nature of family business and family business growth model. Negotiation and business communication (strategy and tactics of negotiation/bargaining, traditional and modern business communication methods). Opportunity discovery demonstrations (business idea generation presentations, business idea contest, brainstorming sessions, idea pitching). Technological solutions (the Concept of Market/Customer Solution, Customer Solution and Emerging Technologies, Business applications of new technologies - Artificial Intelligence (AI), Virtual/Mixed Reality (VR), Internet of Things (IoT), blockchain, cloud computing, renewable energy etc. Digital business and e-commerce strategies).

FMM 301: Film Scripting & Directing I **(2 Units Compulsory, LH 15, PH 45)**

LEARNING OUTCOMES

On completion of the course, the student should be able to:

1. Analyse any definition of the documentary;
2. Script a documentary in any given format; and
3. Direct a documentary.

COURSE CONTENTS

There are two aspects to this course:

1. Film scripting; and
2. Film directing.

Film scripting

The camera as a narrator in the hands of the documentary scriptwriter. The functional definition of the documentary. Types of the documentary. Structure of the documentary. The use of the interview and the narration in the documentary. Techniques of ending the documentary. Styles of the documentary script. Exercises in scripting the documentary.

Film directing

The camera as a narrator in the hands of the documentary film director. The process and techniques of directing the documentary. Exercises in directing the documentary.

Screenings.

FMM 303: Cinematography, Motion Picture Sound & Digital Technology I **(2 Units Compulsory, LH 15, PH 45)**

LEARNING OUTCOMES

On completion of the course, the student should be able to

1. Identify and categorise the tools of cinematography;
2. Illustrate the elements of cinematography;
3. Identify and categorise the tools of motion picture sound design;
4. Illustrate the elements of motion picture sound;
5. Identify and categorise the elements of digital technology; and
6. Identify and categorise the elements of digital colour technology.

COURSE CONTENTS

There are three components to this course:

1. Cinematography;
2. Motion picture sound; and
3. Digital technology.

Cinematography

Elements of cinematography—against the background of the place of cinematography in the form/structure of film as a creative means of communication. Working with the tools of cinematography: camera; lenses; filters; and camera support/mounts/tripods.

Motion picture sound

The place of motion picture sound in the form/structure of film as a creative means of communication. Basic elements of motion picture sound: dialogue; background/ambient sound; sound effects; Foley; and music. Motion picture sound design tools.

Digital technology

Elements of digital technology. Elements of digital colour technology.

Screenings.

FMM 305: Film & Multimedia Production Design & Editing I
(2 Units Compulsory, LH 15, PH 45)

LEARNING OUTCOMES

On completion of the course, the student should be able to:

1. Execute basic film production design projects;
2. Execute basic multimedia projects, combining audio special effects with video special effects and motion graphics; and
3. Execute basic film editing projects.

COURSE CONTENTS

There are three aspects to this course:

1. Production design for film;
2. Multimedia design; and
3. Editing the motion picture.

Production design for film

Discussion of production design as the creation of the world in which a film exists. Understanding production design vis-a-vis the production design value chain: Art Director—AD; Production Illustrator/Supervisor; Set Decorator; Set Dresser; Costume Designer; and Make-up Artist. Process of production design; concept; planning; fabrication. Basic principles of production design.

Multimedia design

Audio special effects. Video special effects. Motion graphics.

Editing

The motion picture editing process. Motion picture editing techniques: master; continuity edit; jump cut; montage; shot reverse shot.

Screenings.

FMM 307: Capstone Projects I—Film & Multimedia
(3 Units, Compulsory, LH 15, PH 90)

LEARNING OUTCOMES

Student should be able to:

1. Analyse the film value chain;
2. Illustrate how all the discrete units of film combine into one seamless whole;
3. Execute a film project from script to screen;
4. Analyse the constituents of the multimedia;
5. Illustrate how the various elements/constituents of the multimedia combine into one seamless whole; and
6. Execute a multimedia content creation project.

COURSE CONTENTS

There are two aspects to this course:

1. A capstone project in film; and
2. A capstone project in multimedia.

Capstone project in film

The class is split into two or more groups. The number of groups is determined by the number in class and by the need to ensure that every member of the group actively participates in the joint project.

Each group executes an assigned film project, of some 30 min. duration, that goes through all the stages of film production, from the pro-filmic idea, through all the stages of script development, through pre-production, production, post-production to exhibition.

Detailed analysis of completed projects.

Capstone project in multimedia

The class is split into groups. The number of groups is determined by the number in class and by the need to ensure that every member of the group contributes adequately to the project.

Each group executes an assigned multimedia content creation project—on the same theme and of the same duration.

Analysis of completed projects.

PAU-FMM 309: Visual Effect Design & Visualisation (3 Units, Compulsory, LH 15, PH 45)

LEARNING OUTCOMES

At the end of this course, students should be able to:

1. Narrate the history of visual effects in films
2. Enumerate the concepts of graphics and illustration
3. Manipulate lights, colours and perspectives
4. Apply Green/Blue Screen to a project
5. Apply match-moving techniques in projects
6. Exhibit a hands-on knowledge of digital painting
7. Explain and demonstrate the principles of layer-based compositing
8. Explain and demonstrate the principles of node-based compositing
9. List the principles of character designing
10. Demonstrate a hands-on knowledge of the use of advanced compositing tool.

COURSE CONTENTS

History of Visual Effects in Films. Concepts of Graphics & Illustrations. Lights, Colour & Perspectives. Digital Painting. Anatomy Study. Character Design. Visual Scripting with Film Language. Layer-Based Compositing. Node-based compositing Storyboarding & Animatics Principles. Green/Blue Screen. Matchmoving Techniques. Project Portfolio.

PAU-FMM 392: Professional and Personal Skills
(2 Units, Compulsory, LH 30)

LEARNING OUTCOMES

On completion of the course, students should be able to:

1. Describe at least five elements of professionalism and their manifestations within their chosen career path.
2. Write a personal CV and professional profile.
3. Identify at least five ways in which their chosen career can be of service to communities.
4. Identify at least three ways in which students can serve the university community.
5. Identify at least three personal strengths, and at least strengths and five weaknesses associated with each of the four classical types of temperaments.
6. Describe five elements of good interpersonal communication.
7. Discuss at least three differences between assertiveness and aggression.
8. Describe at least five tips for financial responsibility and making good personal budgets.
9. Describe appropriate actions and responses to at least four common medical emergencies.
10. Describe two types of good leadership and describe at least five guidelines for good teamwork.

COURSE CONTENT

Professionalism. Job search: interviews, writing applications, CVs, resumes and professional profiles. Professional work as service to the community. Social responsibility. Self-knowledge. Self-esteem & assertiveness. Open-mindedness. Emotional intelligence. Temperaments, character development and personality. Interpersonal communications. Public speaking. Time management. Social etiquette. Cultivating optimal health: mental and physical. Personal budgets and financial responsibility. Leadership. Teamwork.

300 Level – Second Semester

GST 312: Peace and Conflict Resolution (2 Units, Compulsory, LH 30)

LEARNING OUTCOMES

At the end of the course, students should be able to:

1. Analyse the concepts of peace, conflict and security;
2. List major forms, types and root causes of conflict and violence;
3. Differentiate between conflict and terrorism;
4. Enumerate security and peace building strategies; and
5. Describe roles of international organisations, media and traditional institutions in peace building

COURSE CONTENTS

Concepts of peace, conflict and security in a multi-ethnic nation. Types and theories of conflicts: ethnic, religious, economic, geo-political conflicts; structural conflict theory, realist theory of conflict, frustration-aggression conflict theory. Root causes of conflict and violence in Africa: indigene and settlers phenomenon; boundaries/boarder disputes; political disputes; ethnic disputes and rivalries; economic inequalities; social disputes; nationalist movements and agitations; selected conflict case studies – Tiv-Junkun; Zango Kartaf, chieftaincy and land disputes etc. Peace building, management of conflicts and security: peace & human development. Approaches to peace & conflict management --- (religious, government, community leaders etc.). Elements of peace studies and conflict resolution: conflict dynamics assessment scales: constructive & destructive. Justice and legal framework: concepts of social justice; The Nigeria Legal System. Insurgency and terrorism. Peace mediation and peace keeping. Peace & security council (international, national and local levels). Agents of conflict resolution – conventions, treaties community policing: evolution and imperatives. Alternative Dispute Resolution, ADR. Dialogue b). arbitration, c). negotiation d). collaboration etc. Roles of international organisations in conflict resolution. (a). The United Nations, UN and its conflict resolution organs. (b). The African Union & Peace Security Council (c). ECOWAS in peace keeping. Media and traditional institutions in peace building. Managing post-conflict situations/crisis: refugees. Internally Displaced Persons, IDPs. The role of NGOs in post-conflict situations/crisis.

CMS 302: Foundations of Communication Research **(2 Units, Compulsory, LH 30)**

LEARNING OUTCOMES

At the end of the course, students should be able to:

1. Explain the meaning and features of scientific research;
2. Distinguish between scientific research and other ways of knowing;
3. Discuss the various types of research methods;
4. Explain the practical applications of conducting research;
5. Outline the process of conducting research;
6. Explain sampling procedure, population, sample; and
7. Explain the importance of ethics in media and communication research.

COURSE CONTENTS

The primary aim of this course is to introduce students to the logic and methods of research in communication. Principles of research design, instrumentation, data collection and analysis are taught to enable students apply them effectively. The course will discuss qualitative and quantitative research methods (Focus Group Discussion, Interview, Participant Observation, Ethnography, Content Analysis, Textual Analysis, survey, sampling, and research ethics).

FMM 302: Digital Storytelling I **(2 Units, Compulsory, LH 15, PH 45)**

LEARNING OUTCOMES

Student should be able to:

1. Demonstrate an understanding of digital storytelling in comparison with other traditional storytelling formats;
2. Describe and analyse the relationship of digital storytelling formats to design and audience.
3. Research, develop, plan, and create a digital story in group(s); and
4. Demonstrate practical skills in several digital storytelling techniques.

COURSE CONTENTS

The exploration of the use of new technologies to create narratives. Survey of the art of storytelling on digital platforms, such as interactive fictions, podcasting, animations, story maps, road maps, listicles, videos, 360-degree immersive photography, swipe-able slides, web stories, etc. Elements of a story, similarities and differences between stories on different media, and the effect of new technologies on stories. Working in groups, students will participate in digital storytelling exercises to create compelling content.

Major content areas—elements of storytelling; narrative construction; basic structural features of digital storytelling; types of digital storytelling formats; and uses and functions of digital storytelling.

FMM 304: Cinematography, Motion Picture Sound & Digital Technology II
(2 Units **Compulsory**, LH 15, PH 45)

LEARNING OUTCOMES

Student should be able to:

1. Create narratives with the motion picture camera;
2. Record/design sound for film; and
3. Carry out basic exercises in digital photography.

COURSE CONTENTS

There are three aspects to this course:

1. Cinematography;
2. Motion picture sound; and
3. Digital technology.

Cinematography

Engagement with all on-scene visual elements: lighting; framing; composition; camera motion; camera angles; lenses; depth of field; zoom; focus; colour; exposure; and filtration.

Motion picture sound

Further engagement with motion picture sound design tool: sound recorders; microphones. Sound design on location/set. Sound design in the studio.

Digital technology

Practical study of the concepts, technologies and practices of digital photography.

FMM 306: Film & Multimedia Production Design & Editing II
(2 Units, **Compulsory**, LH 15, PH 45)

LEARNING OUTCOMES

Student should be able to:

1. Translate a film script into visual elements;
2. Use CGI and to produce animation; and
3. Use video and graphics editing packages.

COURSE CONTENTS

There are three aspects to this course:

1. Production design for film;
2. Multimedia design; and
3. Editing the motion picture.

Production design for film

Techniques of translating the script into visual elements: storyboarding; lighting; camera shots; transitions.

Multimedia design:

Animation. CGI.

Editing the motion picture

Video and graphics editing packages

Screenings.

FMM 308: Capstone Projects II—Film & Multimedia
(3 Units, Compulsory, LH 15, PH 90)

LEARNING OUTCOMES

Student should be able to:

1. Analyse the film value chain;
2. Illustrate how all the discrete units of film combine into one seamless whole;
3. Execute a film project from script to screen;
4. Analyse the constituents of the multimedia;
5. Illustrate how the various elements/constituents of the multimedia combine into one seamless whole; and
6. Execute a multimedia content creation project. 119

COURSE CONTENTS

There are two aspects to this course:

1. A capstone project in film; and
2. A capstone project in multimedia.

Capstone project in film

The class is split into two or more groups. The number of groups is determined by the number in class and by the need to ensure that every member of the group actively participates in the joint project.

Each group executes an assigned film project, of some 30 mins duration, that goes through all the stages of film production, from the pro-filmic idea, through all the stages of script development, through pre-production, production, post-production to exhibition.

Detailed analysis of completed projects.

Capstone project in multimedia

The class is split into groups. The number of groups is determined by the number in class and by the need to ensure that every member of the group contributes adequately to the project.

Each group executes an assigned multimedia content creation project—on the same theme and of the same duration.

Analysis of completed projects.

FMM 310: Internship
(3 Units, Compulsory, LH 15, PH 90)

LEARNING OUTCOMES

Student should be able to

1. Demonstrate how industry exposure has enriched his/her orientation to film/multimedia content creation; and
2. Demonstrate how industry exposure has enriched his/her orientation to film/multimedia content utilisation.

COURSE CONTENTS

The student is attached to any organisation that guarantees adequate industry exposure in film, multimedia or both.

PAU-FMM 312: 3D Design & Visual Effects for Films
(3 Units, Compulsory, LH 30, PH 45)

LEARNING OUTCOMES

At the end of this course, students should be able to:

1. Explain the process of VFX Film Making - Pre to Post Production
2. Demonstrate a hands-on knowledge of pre-visualization & VFX video shoot
3. Identify and list the characteristics of particles and dynamics
4. Distinguish between FX and simulations
5. Give a practical demonstration of match-moving and camera tracking

6. Composite a convincing crowd simulation
7. Enumerate the fundamentals of visual effects and 3D basics
8. Do a perfect texturing of 3D models with a recommended software
9. Properly light models with recommended software
10. Do proper rigging of 3D models with recommended software
11. Demonstrate a hands-on knowledge of 3D character animation and rotomation
12. Explain the principles of time remapping & bounding boxes

COURSE CONTENTS

Fundamentals of VFX & 3D Basics. Texturing 3D Models. Lighting Models. Rigging 3D Models. Rotomation. Particle & Dynamics. FX & Simulation. Matchmoving & Camera Tracking. Crowd Simulation. Working with Arnold Renderer. 3D Design Portfolio VFX Filmmaking - Pre to Post Production. Pre-visualization & VFX Video Shoot. Rotoscopy Using Silhouette. Roto & RotoPaint. Time Remapping & Bounding Boxes. Channel & Multi Passes. Advanced Compositing Tools. Z-depth & Multipass Compositing. Specialisation & Digital Portfolio Development

PAU-FMM-314 Introduction to Media Distribution **(2 Units, Required, LH 30)**

LEARNING OUTCOMES

On completion of the course, the students should be able to:

1. Provide at least three reasons to justify the importance of distribution in the media production process;
2. Identify the four main channels via which the different forms of media are distributed;
3. Identify the steps to take for distributing their media content at both local and international levels;
4. Identify the four different distribution rights and the different aspects of the legal process involved;
5. Make a plan for the distribution of one self-produced media content.

COURSE CONTENT

Principles of distribution. The process of distribution for different media products. Models of distribution. The determining factor of the audience in distribution. Elements for evaluating a project's risk in distribution. Distribution and finance. Process for the acquisition of media content in distribution. Marketing as a key aspect of distribution. Negotiating and brokering content distribution deals. Determining rights and licenses in distribution. Categories of distribution deals. Windowing rights and strategizing releases. International media distribution. Distribution platforms and channels in Nigeria. Distribution as a business: Accounting practices, monetisation, and business structures.

400 Level – First Semester

CMS 401: International Communication (2 Units, Compulsory, LH 30)

LEARNING OUTCOMES

At the end of the course, students should be able to:

1. Discuss the structure of international communication, the flow of media/cultural products.
2. Explain the concepts of cultural globalization, cultural imperialism;
3. Explain the roles/functions of international news agencies and media companies; and
4. Explain the role and implications of ICT.

COURSE CONTENTS

This course is an overview of the world's media systems. The focus will be on the flow of information between the industrialised and advancing nations; how ideology, culture, economy and international market structure have all contributed either in hindering or advancing the international flow of news and entertainment among nations. The scope, characteristics, peculiarities and current issues in international communication will be exhaustively treated so as to acquaint the student with a thorough knowledge of the politics and ideological nature of international communication. The course will examine issues like globalization, ICTs and communication development, new/social media platforms, ownership and control, cultural imperialism, the role of international News Agencies and such other media organisations like CNN, BBC, Al-Jazeera in global politics. The course will take a critical look at Africa's place in the digital/cyber world.

The course should also discuss relevant theories of imperialism and dependency technological determinism. Discussions in the course should not be limited to the news but should include all the products of the media and cultural industries. The role of the English language should also be considered.

FMM 401: Film Scripting & Directing II (2 Units, Compulsory, LH 15, PH 45)

LEARNING OUTCOMES

Student should be able to:

1. Build the screenplay story idea into the logline; develop the logline into the synopsis/outline; develop the synopsis/outline into the treatment and develop the treatment into the master scene script;
2. Deploy and exploit the compositional language of the screen; and

3. Direct a screenplay on location or in the studio.

COURSE CONTENTS

There are two aspects to this course:

1. Film scripting; and
2. Film directing

Film scripting

Exploration of the answers to three inter-related questions: What is a story? What is an interesting story? What is an interesting visual story? Exploring the two components of the screenplay: the drama component; and the film component. Exploring different sources, including motion picture genres, for screenplay story ideas. Exploring the techniques of structuring the story idea into: The logline; the synopsis/outline; the treatment; and the master scene script.

Using the industry standards software: Celtex; and Final Draft.

Film directing

Processes and techniques of lifting the story from the script to the screen—the directorial process and techniques: understanding the script/story; visualisation; casting; working with the cast and crew; and employing the right shots and staging techniques.

Exercises and worked examples in scripting and directing. Screenings.

FMM 403: Cinematography, Motion Picture Sound & Digital Technology III
(2 Units, Compulsory, LH 15, PH 45)

LEARNING OUTCOMES

Student should be able to:

1. Execute practical projects in motion picture camera work;
2. Execute practical projects in motion picture sound design; and
3. Execute practical projects in digital photography and in the use of web-based technology for multimedia content creation.

COURSE CONTENTS

There are three aspects to this course:

1. Cinematography
2. Motion picture sound; and
3. Digital technology.

Cinematography

In-depth study of the principles and practice of: camera angles; camera movement; continuity; close-ups; and composition. Cinematography as the art of telling a story with the camera.

Motion picture sound

In-depth study of the process of motion picture sound design; and the principles and practice of motion picture sound design. Motion picture sound design as the art of telling a story with visual elements—as the complementary aspect of visual story telling.

Digital technology

Web-based technology and multimedia. Further work on digital photography.

Screenings.

FMM 405: Film & Multimedia Production Design & Editing III
(2 Units, Compulsory, LH 15, PH 45)

LEARNING OUTCOMES

Student should be able to:

1. Create costume and make-up for film;
2. Design animation; and
3. Execute tasks in video and audio editing.

COURSE CONTENTS

There are three aspects to this course:

1. Production design for film;
2. Multimedia design; and
3. Motion picture editing.

Production design for film

Principles and practice of costuming. Effective costuming for the screen: costuming as a complementary aspect of the audio-visual narrative. Principles and practice of make-up. Effective make-up for the screen: make-up as a complementary aspect of the audio-visual narrative.

Multimedia design

Intensive practice in animation. Intensive practice in computer generated images. Techniques of creating narratives with animation and computer-generated images.

Motion picture editing

Intensive practice in video editing. Intensive practice in audio editing.

Screenings.

FMM 407: Capstone Projects III—Film & Multimedia **(3 Units, Compulsory, LH 15, PH 90)**

LEARNING OUTCOMES

Student should be able to:

1. Analyse the film value chain;
2. Illustrate how all the discrete units of film combine into one seamless whole;
3. Execute a film project from script to screen;
4. Analyse the constituents of the multimedia;
5. Illustrate how the various elements/constituents of the multimedia combine into one seamless whole; and
6. Execute a multimedia content creation project.

COURSE CONTENTS

There are two aspects to this course:

1. A capstone project in film; and
2. A capstone project in multimedia.

Capstone project in film

The class is split into two or more groups. The number of groups is determined by the number in class and by the need to ensure that every member of the group actively participates in the joint project. Each group executes an assigned film project, of some 30 mins duration, that goes through all the stages of film production, from the pro-filmic idea, through all the stages of script development, through pre-production, production, post-production to exhibition.

Detailed analysis of completed projects.

Capstone project in multimedia

The class is split into groups. The number of groups is determined by the number in class and by the need to ensure that every member of the group contributes adequately to the project.

Each group executes an assigned multimedia content creation project—on the same theme and of the same duration.

Analysis of completed projects.

PAU-FMM 409: Pre-Production Sound Design
(3 Units, Compulsory, LH 30, PH 45)

LEARNING OUTCOMES

On the completion of the course, students should be able to:

1. State four sound creative elements;
2. Identify explicit sound words in a script screen description;
3. Identify three types of descriptive words in the scene description of a screenplay that give clues to the emotion of a scene;
4. Identify the environment in a script that gives the clue to the ambient sound;
5. Identify the transition point in a story;
6. Create a sound table and arrange the five basic elements for sound design in the table.

COURSE CONTENTS

Sound design script analysis. Sound creative elements. The first script reading. Identifying the explicit sounds. Character, object, and action. Sonic ambient descriptions. Clues to emotions. Identifying descriptive words in a script. Physical transition points. Psychological or dramatic transition points. The second script reading. Grouping the sound elements. Drawing visual map. The final script reading. Creating the sound table. Developing sound production budget. Developing a sound production schedule.

PAU-FMM 411: Professional Ethics for Film and Multimedia
(2 Units, Compulsory, LH 30)

LEARNING OUTCOMES

On completion of the course, the students should be able to:

1. Demonstrate an understanding of the basic notions of ethics as applied to film and multimedia by illustrating them with five concrete examples;
2. Carry out an ethical analysis of two concrete professional situations – one in film and the other in multimedia – and bring to bear a normative framework;
3. Identify ethical challenges inherent in the sectors of film and multimedia and provide four examples;
4. Identify their ethical responsibilities as professionals to their profession, the industry and the general society by providing one concrete example for each of the three areas.

COURSE CONTENT

The basic concepts of ethics. Ethical norms on truth in communication. Respect for the dignity, reputation and privacy of subjects. Professional competence. Adherence to a code of conduct. Responsibility to members of the profession. Responsibility to industry. Responsibility to the community and general society. Ethical issues for the media professional. Special ethical considerations for film and multimedia.

PAU-FMM 413: Business Skills for the Content Creator
(3 Units, Required, LH 30, PH 45)

LEARNING OUTCOMES

On completion of the course, the students should be able to:

1. Plan and execute a film or multimedia production project;
2. Budget, raise and manage funds for a film or multimedia project;
3. Successfully brand, market and distribute a film or multimedia project;
4. Identify and adequately attend to legal issues involving contracts and copyright in a film or multimedia project.

COURSE CONTENT

Legal issues: Contracts and copyright. Financing, business planning and investment financing. Casting. Project feasibility. Audience analysis. Budget, scheduling, and financial management. Distribution and marketing. Ethics. Negotiation skills. Public relations. Branding. Organisational skills. Effective communication.

400 Level – Second Semester

CMS 402: Communication and Society (2 Units, Compulsory, LH 30)

LEARNING OUTCOMES

At the end of the course, students should be able to:

1. Discuss the relationship between the media and other social institutions;
2. Highlight the dual character of the media as both commercial and political/ideological organisation;
3. Explain how various social groups are represented in the media and the implications of such representation;
4. Explain the concept of media power;
5. Outline the notions of professionalism in media and communication practice; and
6. Explain the concept of mediatisation.

COURSE CONTENTS

Examination of the media of communication as social and political institutions with particular attention to pertinent sociological concepts, themes and problems; the role and relationship of the mass media vis-à-vis other major social institutions. Focus on the sociology and professionalism of media communicators, media contents, meaning creation and defining power and the issue of cultural imperialism and media dependency; internal dynamics and control of media organisations and mass communication politics. The role of communication in development is critically examined. The course will also discuss media representation of various social groups, media and gender, ownership and control, the role of advertising and other forms of financing the media and their implications, issue of media access, the place and role of alternative media, the internet and changes in media ecology, mediatisation of social and political processes and activities. Critical attention will be paid to the role of the media as the infrastructural/mechanism of connection, representation, sharing and governing, the role of the media in conflict and the mediatisation of different processes, activities and institutions in contemporary society. Also of interest is the internet and other ICTs, their characteristics and how they have changed the ecology of communication, the public sphere and nature of politics and power.

The course will also discuss media representation of gender, minorities.

FMM 402: Digital Storytelling II
(2 Units, **Compulsory**, LH 15, PH 45)

LEARNING OUTCOMES

Student should be able to:

1. Identify and explore a variety of digital technologies and utilise them to create stories;
2. Develop and demonstrate an understanding of narrative techniques and ways digital elements interact with traditional narratives to alter audience experiences of stories;
3. Understand and analyse new techniques of storytelling in the digital age through reflection on digital tools used, subjects, themes, trends, and consumption patterns;
4. Describe and analyse the evolving roles of storytellers for news, businesses and governments; and
5. Understand and develop a sense of audience and learn how to match different digital narrative techniques to appropriate audiences.

COURSE CONTENTS

This course is an exploration of the digital storytelling world in terms of creating compelling content that resonates with a variety of audiences. The course provides students new skillsets in digital storytelling ideation, planning, production, and evaluation. With an understanding that digital stories differ from stories in traditional media, students will acquire new skills to create impactful digital stories. To that end, the course examines the evolving roles of storytellers in public relations, promotion, marketing, and news while analysing media consumption behaviours. Consequently, the course exposes students to aspects of mass communication content so as to grasp how to target messages to specific audiences in new and memorable ways. The course will utilise three strategies to realise its goals: creation, production and distribution.

Major content areas: new digital technologies and media; narrative techniques; digital media consumption trends; digital storytelling and audiences; digital storytelling creation, production, distribution, and evaluation.

FMM 404: Cinematography, Motion Picture Sound & Digital Technology IV
(2 Units, Compulsory, LH 15, PH 45)

LEARNING OUTCOMES

Student should be able to:

1. Create compelling visual images with camera and light
2. Apply different strategies in motion picture sound design; and
3. Apply digital technology to the design and production of multimedia stories.

COURSE CONTENTS

There are three aspects to this course:

1. Cinematography
2. Motion picture sound; and
3. Digital technology.

Cinematography

Intensive practice in the use of: camera; lenses; filters; and camera support/tripods. Intensive exposure to the principles and practice of: lighting design; composition styles; and other on-scene visual elements.

Motion picture sound

Intensive exposure to the principles and practice of motion picture sound design strategies: speech; sound effects; music—including pre-recorded music; synchronous, nonsynchronous and post synchronous audio. Copyright clearance.

Digital technology

Applying the resources of digital technology to multimedia authoring: the design and production of multimedia stories and presentations. Hyperlinks—how to create them and what to link to.

Screenings.

FMM 406: Film & Multimedia Production Design & Editing IV
(2 Units, Compulsory, LH 15, PH 45)

LEARNING OUTCOMES

Student should be able to:

1. Create the production design for a film
2. Design a website; and
3. Edit a film.

COURSE CONTENTS

There are three aspects to this course:

1. Production design for film;
2. Multimedia design; and
3. Motion picture editing.

Production design for film

Intensive practice in all aspects of production design. Intensive practice with production design software.

Multimedia design

Website design. Digital rendering.

Editing

Intensive practice in the techniques of motion picture editing. Applying the resources of motion picture editing to multimedia content creation.

Screenings.

FMM 408: Capstone Projects IV—Film & Multimedia
(3 Units, Compulsory, LH 15, PH 90)

LEARNING OUTCOMES

Student should be able to

1. Analyse the film value chain;
2. Illustrate how all the discrete units of film combine into one seamless whole.
3. Execute a film project from script to screen;
4. Analyse the constituents of the multimedia.;
5. Illustrate how the various elements/constituents of the multimedia combine into one seamless whole; and
6. Execute a multimedia content creation project.

COURSE CONTENTS

There are two aspects to this course:

1. A capstone project in film; and
2. A capstone project in multimedia.

Capstone project in film

The class is split into two or more groups. The number of groups is determined by the number in class and by the need to ensure that every member of the group actively participates in the joint project.

Each group executes an assigned film project, of some 30 mins duration, that goes through all the stages of film production, from the pro-filmic idea, through all the stages of script development, through pre-production, production, post-production to exhibition.

Detailed analysis of completed projects.

Capstone project in multimedia

The class is split into groups. The number of groups is determined by the number in class and by the need to ensure that every member of the group contributes adequately to the project.

Each group executes an assigned multimedia content creation project—on the same theme and of the same duration.

Analysis of completed projects.

FMM 410: Final Project
(4 Units, Compulsory, PH 180)

LEARNING OUTCOMES

Student should be able to:

1. Combine theory and practice in the creation of a film project;
2. Combine theory and practice in the creation of a multimedia project; and
3. Analyse the film and multimedia content he/she has created.

COURSE CONTENTS

In partial fulfilment of the award of the Bachelor's degree in Film & Multimedia, the student executes an independent project in [1] film and [2] in multimedia content creation.

Both should be on an assigned theme and of a given duration.

Both productions should constitute the basis for a write-up/production report in the manner determined by the Department.

PAU-FMM 412: Post-Production Sound Design
(3 Units, Compulsory, LH 30, PH 45)

LEARNING OUTCOMES

On the completion of the course, students should be able to:

1. Work with a Computer-based Digital Audio Workstation;
2. Replace dialogue using the ADR technique;
3. Create sound effects in sync with the visual;
4. Mix down the elements of film and multimedia sound;
5. Demonstrate mastering of film and multimedia sound into the final mix;
6. Make a language version of a short film;
7. State sound design workflow.

COURSE CONTENTS

Introduction to Digital Audio Workstation. Components of Computer-based DAW. Automated Dialogue Replacement (ADR). The techniques for creating sound effects. The mixer and its input section. The auxiliaries signal paths. Sound equalization. Noise reduction techniques. Channelization of sound inputs. The buses and transportation of sound through channels. The art of mixing. Metering and Monitoring levels. Sound Signal processors and effects. Stereo mixing. Surround mixing. Atmos mixing. Dubbing Process and techniques.

SCHOOL OF MEDIA AND COMMUNICATION, PAN-ATLANTIC UNIVERSITY

BSc Film and Multimedia Programme

STUDENT HANDBOOK
