

## Medialism - Creating Short Films & Documentaries

**During your semester in Medialism, you will develop and produce a short film for an external client. Through the use of video, audio and text, you will solve a communication issue for the client.**

You and your fellow classmates will form a production company that will be responsible for the communication surrounding the client's product. You will learn how to present the product as optimally as possible. During the project all facets of being a production company will be covered, including sponsorship and promotion (media attention).

### Assignments

This assignment will be supported by workshops, (theory) lectures and guest lectures, all running parallel to your work in the project. At the end of the semester, you will present your film to the client and a panel of media experts at a special opening night at a cinema.

The client is optional, you can also submit your own assignment if this topic concerns a social topic or issue. The latter is essential.

You are working in a team, a production team which is responsible for the whole production of the movie/doc (pre-production and post-production).

### Capacity

There are a limited number of places reserved in this programme for exchange students. This is because we have a limited number of studios, cameras and other needed equipment.

The structure of the programme will change a bit in academic year 2022-23: students will get one final overall grade for the complete programme for 30 credits. This means that after successfully finishing the programme, students get a grade list / certificate for Medialism with one final overall grade worth 30 credits.

## Project Production Company

In this group project, you take on the role of employee at production company 'Medialism.' You will make a film product for an external client. This can for instance be a documentary, a company movie, or an informative film. The goal of your product is to solve a communication problem. Together with your team members, you will meet with the client to get a clear picture of the issue at hand. After a debriefing, you will translate your ideas into possible scenarios, or so-called 'running scripts.' You will also develop your own style in camera handling, decoupage and visual language.

This project prepares you for the second project, the realization phase.

You will continue where you left off in the first project. While giving shape to the realization phase together with the client, you will produce your professional film product together with your project group. During a festive opening night at a cinema, your film will be shown to clients and other interested parties.

## Visual Communication

You will learn about the theoretic principles behind the grammar of visual communication. You will be introduced to theories of visual communication between producer and viewer, and visuals as a communications medium. You will learn to independently dissect visual grammar and how to apply it to your own film. You will view many examples that will inspire you for your own film.

## Concepting and Storytelling

How do you tell a story? In this course we will look at all elements of structure and meaning for telling a story. Central will be the story that you are working on in the first project. In addition, we will discuss the process from idea to concept with the story as a connecting element. Eventually, you will write a script as an outline for your film.

## The History of Narration in Film

The ways of storytelling have not always been the same. Telling stories is linked to the time in which stories are functional and is also culture-specific. In this course we will look at developments in narration and the importance of the way/shape/form stories are depicted. The research activities during this module might be presented at meetings with our partners abroad and/or at the BOBCATSSS conference.

## Media Tools

Great media tools are essential for making a movie. During the semester, you will make use of modern professional film and editing equipment. Various types of full HD and 4K cameras, LED lighting sets, microphones, and eight editing studios will be available to you. Of course, we will teach you how to use this equipment step by step, and you will receive guidance during filming and editing. The best learning experience is practice, so you will already independently experiment making sample films within a few weeks into the semester.

## Interviewing for Audiovisual Media and Pre-Production

Interviewing is important in the orientation- and research phase of the project in order to gain information. You will learn how asking questions can create depth in your analysis and untangle a complex situation. You will learn to conduct three types of interviews: portrait interview, background

interview, topic-element interview.

## **Reflection/Judging/Presentation**

While producing a media product, the process (individual and group) plays an important role. To gain insight into this, you will write a professional accountability report about the content of the product, as well as the production process. In this report, you will show which competencies you have acquired and which ones need to be worked on.

Reflecting on your own actions, conduct and competencies contributes to being able to function in a more professional and accountable manner.

At the opening night of your film, you will present your film in front of a selected audience. Together with your classmates, you will be responsible for organizing this opening night. An expert jury (your coaches, external experts from the media world) will judge the quality of your film in a competitive setting.