

THE CHINESE UNIVERSITY OF HONG KONG

Micro-Module Courseware Development Grant

Scheme 1: Basic Scheme

Final Report (2017-18)

Report due 31 October 2018

Please return by email to The Ad hoc Committee on Planning of eLearning Infrastructure
mmcd@cuhk.edu.hk

PART I

Project title: Training video for Digital Video Production Workflow in Creative Media

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Co-supervisor(s): Prof. Anthony Fung Ying Him

Department / Unit: School of Journalism & Communication

Project duration: From December 2017 to October 2018

Date report submitted: 31/10/2018

1. Project objectives

The project's objective is to provide up-to-date skill sets for digital video production and its file-based production workflow. After discussing with senior students of Creative Media who have gone through different video production projects during their study, they suggested that it would be better if they have already learnt some practical operations before the production. Therefore, we adjusted the content to train and equip junior students with more specific operational skills and practical experience sharing. A few amendments have been introduced to the original plan and 14 video clips have been created as visual manuals for students to learn online. The total duration of the clips increased accordingly to 40 minutes.

2. Process, outcomes or deliverables

14 clips have been completed to illustrate the common practice on location with regard to lighting, sound recording, on location digital backup, wireless mic, duty list of assistant director, and etc. The topics are as follows: 1) How to prepare your tool kits as lighting crew (2 mins); 2) How to maximize the capacity of the cage trolley (2.5 mins); 3) How to tie the basic knot as lighting crew (2 mins); 4) How to set up a C-stand for lighting (2 mins); 5) How to properly use a light meter for exposure (4 mins); 6) How to properly pack you Pelican for camera and filming equipment (3.5 mins); 7) How to prepare your tool kits as soundman (4 mins); 8) How to use boom mics on location (5mins); 9) How to use wireless mic and the proper ways to place

clip mic (3 mins); 10) How to properly marking shots as continuity person (1 min); 11) How to use clip board as continuity person (2 mins); 12) What is DIT and its importance in digital workflow (1 min); 13) The basic duties of assistant director (4.5 mins); 14) How to prepare your to-do-list for Recce (5 mins). The total duration is around 40 mins for viewing all the clips.

The clips have been uploaded to YouTube channel (unlisted) for students to take reference to. They were asked to complete a simple questionnaire after watching some of the clips. By their written comments and feedback, we will modify the content of the clips for further improvement.

The timeline has been extended in order to gather more feedback from users, namely the students.

The project has been completed satisfactorily.

3. Evaluation Plan

A brief questionnaire has been done by students after watching the clips. The brief survey is still undergoing. Several questions have been asked and an open-ended for comments. In the survey, we intend to check if the content is useful to their practical needs. Secondly, we check if the duration of each clips is appropriate. Thirdly, we want to know their overall impression on the clips.

Most of the feedback are from 1st and 2nd year students who attend the class of Introduction to creative Media (COMM2922). It is a class I co-teach with Prof. Anthony Fung. They are going to produce their first one-minute video in the coming weeks.

The overall impression is positive (a marking scale of 0 to 10, around 70% give 7 to 8 marks). It indicates that the clips they have watched is useful for their practice. And, the duration seems to be alright. (Over 70% of the feedback saying the duration is appropriate.)

However, in the written remarks, there are some good advices from students. For instant, they suggested if we should show wrong doing as well, which is quite a good one in my opinion. Also, they voiced that more technical details can be included.

With the feedback coming in continuously, we intend to modify accordingly with the help of JcMotion, which is a subsidiary section under the school of Journalism and Communication. It is responsible for providing practical training for the students.

4. Dissemination, diffusion and impact

The 14 clips are now uploaded to YouTube Channel (Unlisted). Targeted students will receive the links for viewing at the moment through social media in Facebook(closed groups) or by Whatsapp groups (we have 8 Whatsapp groups in the introduction to CM class of 45 students for exchanging information on production.)

We are considering to move the clips to a more public site if the modification is done in the near future according to the feedback we have gathered.

The project has been altered in some ways to re-focus on the practical and operational needs during the production. It is a good insight for us that we should not only pay attention to basic production concepts and instructions, we shall find more ways to collect those on location experience and share it by video-mediated method.

PART II

Financial data

Funds available:

Funds awarded from MMCDG	\$ 100,000.00
Funds secured from other sources (please specify _____)	\$ 0
Total:	\$ 100,000.00

Expenditure:

Item	Budget as per application	Expenditure	Balance
Production of the 14 clips (employed one professional company to perform the creative and production) 1) Professional video producer (responsible for the whole project in providing creative solution in storytelling as well as leading the production for the micro-modules) 2) Professional Crews (3-man crews, camera / lighting / sound) 3) Post-production (editing / color	\$60,000	\$60,000	0

grading / sound mixing) 4) Misc. (Transportation for the production, etc)			
Professional coordination – by JcMotion (including professional coordinator for the project / the student apprentices for the production / the student apprentices to perform the post-production on subtitles translation / keying in Chinese and English for the 14 clips / further modification of the 14 clips by requests.)	\$40,000	\$40,000	
Total:	\$100,000.00	\$100,000.00	0

PART III

Lessons learnt from the project

The original ideas of making a series of three modules is too rough. The duration of each clips will be too long to watch. Furthermore, to cater specifically the need of students, we need to be more target-oriented. For instant, we should pay attention to experience sharing, rather than visualization of manual/instruction.

The project has been altered in some ways to re-focus on the practical and operational needs during the production. It is a good insight for us that we should not only pay attention to basic production concepts and instructions, we shall find more ways to collect those on location experience and share it by video-mediated method.

Listening to the students for their real needs is important. It is a bottom-up approach, rather than a top-down one.

PART IV

Information for public access

The project's objective is to provide up-to-date skill sets for digital video production and its file-based production workflow. 14 clips (2- 5 mins each) have been completed to illustrate the common practice on location with regard to C-stand operation, on-location sound recording,

on-location digital backup, wireless mic operation, and the do and don't on location etc.

1. Keywords

Please provide five keywords (in the order of most relevant to your project to least relevant) to describe your micro-modules/pedagogies adopted.

(Most relevant) Keyword 1: digital video production

Keyword 2: lighting

Keyword 3: sound recording

Keyword 4: on-location

(Least relevant) Keyword 5: *operational manual*

2. Summary

Please provide information, if any, in the following tables, and provide the details in Part I.

Table 1: Publicly accessible online resources (if any)
<p>(a) Project website:</p> <p><i>If a publicly accessible project website has been constructed, please provide the URL.</i></p>
<p>(b) Webpage(s):</p> <p><i>If information of your project is summarized in a webpage (say a page in the department's or faculty's website), please provide the URL(s) here.</i></p>
<p>(c) Tools / Services:</p> <p><i>If you have used any tools or services for the project, please provide names of the tools or services in here.</i></p>
<p>(d) Pedagogical Uses:</p> <p><i>If any flipped classroom activities have been conducted, please provide information in here. If relevant, please indicate how your project output can be used to support flipped classroom activities.</i></p>
<p>(c) Others (please specify):</p> <p>The 14 clips are now uploaded to YouTube Channel (Unlisted). Targeted students will received the links for viewing at the moment through social media in Facebook (closed groups) or by Whatsapp groups (we have 8 Whatsapp groups in the introduction to CM class of 45 students for exchanging information on production.)</p>

The links are as follow:

<https://www.youtube.com/watch?v=b6PqCTFVYvk&index=1&list=PLxiRaXF6FN3qN8K0A0QPER1Qy1uDfRkK6>

Table 2: Resources accessible to a target group of students (if any)

If resources (e.g. software) have been developed for a target group of students (e.g. in a course, in a department) to gain access through specific platforms (e.g. Blackboard, facebook), please specify.

<u>Course Code/ Target Students</u>	<u>Term & Year of offering</u>	<u>Approximate No. of students</u>	<u>Platform</u>
COMM2922A	1 st term 2018	45	Whatsapp/Facebook
COMM2922B	1 st term 2018	45	Whatsapp/Facebook

Table 3: Presentation (if any)

Please classify each of the (oral/poster) presentations into one and only one of the following categories

	Number
(a) In workshop/retreat within your unit (e.g. department, faculty)	<i>Please insert no</i>
(b) In workshop/retreat organized for CUHK teachers (e.g. CLEAR workshop, workshop organized by other CUHK units)	<i>Please insert no</i>
(c) In CUHK ExPo jointly organized by CLEAR and ITSC	<i>Please insert no</i>
(d) In any other event held in HK (e.g. UGC symposium, talks delivered to units of other institutions)	<i>Please insert no</i>
(e) In international conference	<i>Please insert no</i>
(f) Others (please specify)	<i>Please insert no</i>

Table 4: Publication (if any)

Please classify each piece of publication into one and only one of the following categories

	Number
(a) Project CD/DVD	<i>Please insert no</i>
(b) Project leaflet	<i>Please insert no</i>
(c) Project booklet	<i>Please insert no</i>
(d) A section/chapter in a booklet/ book distributed to a limited group of audience	<i>Please insert no</i>

(e) Conference proceeding	<i>Please insert no</i>
(f) A chapter in a book accessible internationally	<i>Please insert no</i>
(g) A paper in a referred journal	<i>Please insert no</i>
(h) Others (please specify)	<i>Please insert no</i>

3. A one-page brief write up

Please provide a one-page brief write-up of no more than 500 words and a short video.

The project's objective is to provide up-to-date skill sets for digital video production and its file-based production workflow with the micro-modules (videos) produced. Digital videography is always a core curriculum in the creative media stream in the School, but so far, we repeated the same teaching every year and there were no teaching materials suited for this purpose. In order to teach digital video production workflow systematically, it is planned that three micro-modules on video production would be created as visual manuals for students to learn online and during class.

Different from the old way of teaching video production (which involves teaching theory and practices separately), the current philosophy is based on "learning by doing" with video instructions serving as visual manual, which can be "standing-by" for reference during the real practice on filming spots. Students are then encouraged to watch the visual instruction either on a mobile device or on computer whenever they need to. It is also planned that such e-learning materials will be embedded in the core course of introduction to creative media, namely, COMM2922 Introduction to Creative and New Media.

In the original proposal, the implementation involves producing 3 series of video lasting for 30 minutes in total. However, as said in our interim report, after our informal talks with senior students who are doing video production, the feedback is that they need more operational skills of digital videography production, including those topics for instance, on C-stand operation, boom mic operation, wireless mic operation, do and don't on location, etc. Based on the same budget, while keeping the same objective, we have decided to produce 14 clips as micro-modules. Each clip lasting for 2-5 minutes. Now the total minutes of videos produced last for around 40 minutes in total, a bit more than the original proposal promised.

Now all the topics stated in the proposal are covered and more important, covered in a proper approach to serve the real needs of students. Besides, with each clip shorter, students are able to select the specific videos for specific skills and technical know-how of video production to watch, and above all watch it in a shorter period of time. In May this year, we fine-tuned the themes. The final production was completed in August 2018. Now the whole set of videos is ready for the year one students in the class of Introduction to Creative and New Media

(COMM2922) in this semester (Fall 2018). We are asking the students to watch these videos in the coming weeks when video production skills are taught in class. We are conducting focus group interviews with students later and a simple survey is conducting continuously for students' feedback. Further modification of the 14 clips will be followed.

*(*remarks:*

The link of the 14 clips are as follows:

<https://www.youtube.com/watch?v=b6PqCTFVYvk&index=1&list=PLxiRaXF6FN3qN8K0A0QPER1Qy1uDfRkK6>