

Overview

Programme Code	36766
Programme Title	Video Content Production
Awarding Institution	Liverpool John Moores University
Programme Type	CPD
Language of Programme	All LJMU programmes are delivered and assessed in English
Programme Leader	Martin Jones
Link Tutor(s)	

Awards

Award Type	Award Description	Award Learning Outcomes
Target Award	Certificate of Professional Development - CP	See Learning Outcomes Below

Alternate Award Names	
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External Benchmarks

Subject Benchmark Statement	
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Programme Offering(s)

Mode of Study, Mode of Delivery	Intake Month	Teaching Institution	Programme Length
Part-Time, Face to Face	April	LJMU Taught	15 Weeks
Part-Time, Face to Face	January	LJMU Taught	15 Weeks
Part-Time, Face to Face	July	LJMU Taught	15 Weeks
Part-Time, Face to Face	October	LJMU Taught	15 Weeks

Aims and Outcomes

Educational Aims of the Programme

1. To identify a range of creative video production practices.
2. To practice and apply a range of professional video production techniques.
3. To describe and explain a creative concept to an expert panel.

Learning Outcomes

Code	Description
PLO1	Demonstrate knowledge of professional production practices and techniques.
PLO2	Apply craft skills of filming and editing.
PLO3	Formulate and design an appropriate response to a negotiated brief.
PLO4	Demonstrate knowledge of film language and theory.

Programme Structure

Programme Structure Description

Structure - 30 credit points	
Level 4 Core - 30 credit points	CORE
[MODULE] 4002LSSCPD Video Content Production Approved 2022.01 - 30 credit points	

Module specifications may be accessed at <https://proformas.ljmu.ac.uk/Default.aspx>

Teaching, Learning and Assessment