

## Media Production TV

Course # MDIA 3154

Credits 6

**Prerequisites and/or Corequisites:** Media Production Print, Media Production Radio

### Course Description

This course explores the dynamic processes of screen media, equipping students with practical skills in TV directing, producing, scriptwriting, camera operation, and sound production across both digital and traditional formats. It delves into the preparation, technical, and presentation skills required for creating high-quality audio-visual content tailored for television, streaming platforms, and online delivery systems. Emphasizing the foundational elements of media production for TV, students practice crafting video graphic narratives and discourses that define the evolving screen media landscape in Central Asia, while integrating global trends such as immersive and interactive storytelling, user-generated content, and creator-driven formats. The course analyzes contextualized TV content production in screen journalism, non-fiction and fiction filmmaking, and digital media, with a focus on emerging 2025 innovations like AI-assisted efficiencies, multi-platform distribution, and data-driven audience engagement to prepare students for a rapidly shifting industry.

### Course Learning Outcomes

Upon the completion of the course, students will be able to:

- Critically analyze TV and digital media content, evaluating visual and aural styles to understand audience impact and storytelling techniques.
- Create professional-quality television and digital productions by applying advanced audio and visual techniques, including scriptwriting, editing, and sound design.
- Master the operation of TV studio equipment, such as cameras, lighting, and live-streaming tools, to produce industry-standard media content.
- Integrate theoretical, creative, and technical skills to develop engaging TV programs and short-form content optimized for multi-platform distribution.
- Articulate the technical requirements and professional standards of screen production, ensuring alignment with industry best practices.
- Produce media content that adheres to ethical guidelines, promotes inclusivity, and demonstrates media literacy in addressing diverse audiences.

### Course Assessments and Grading

Item	Weight
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A short video clip	10%
A portrait video	15%
A video content proposal	15%
A video content #1	20%
A video content #2	20%
A video content #3	20%