

BORANG REKA BENTUK (COURSE MAPPING) KURSUS MASSIVE OPEN ONLINE COURSE

COURSE TITLE / CODE		PRODUKSI MEDIA KREATIF										
INSTRUCTOR		PROF. MADYA DR. MUHAMAD FAZIL AHMAD	TOTAL HOURS / CREDIT VALUE		3							
TARGET AUDIENCE		Pelajar IPTA/PTS, pengamal industri kreatif, pengusaha media sosial, pelatih latihan industri, dan individu yang ingin menghasilkan kandungan visual secara profesional.										
Course Synopsis		Kursus ini memperkenalkan keseluruhan proses penghasilan kandungan media kreatif, bermula daripada pra-produksi (penulisan skrip, storyboard, breakdown), produksi (kamera, pencahayaan, audio, pengarahannya), dan pasca-produksi (editing, color grading, compositing). Peserta akan diberi pendedahan secara praktikal dan teori menggunakan peralatan sebenar serta aplikasi berkaitan.										
Course Requirement (tools etc.)		Komputer / Laptop dengan perisian penyuntingan video (DaVinci Resolve / Adobe	Course Pre-requisites (prior knowledge etc.)		Asas penggunaan komputer							
Course Learning Outcome (CLO):		At the end of the course, participants will be able to: 1. Merancang pra-produksi termasuk skrip, storyboard, dan breakdown secara sistematik. 2. Melaksanakan penggambaran profesional menggunakan kamera, pencahayaan dan audio dengan kaedah yang betul. 3. Menyunting dan menyiapkan video termasuk penggunaan teknik color grading, motion graphic dan audio mixing.										
CLO	TOPICS	TOPIC LEARNING OUTCOME (TLO)	CONTENT/SUB-TOPICS	CONTENT				LEARNING ACTIVITIES/ASSESSMENT				
				Video/min	GL/hour	IL/hour	SLT/hour	TOOLS	GL/hour	IL/hour	SLT/hour	
	Topic 1: PRA-PRODUKSI	TLO1: Faham struktur skrip & elemen perancangan pra-produksi	Subtopic 1.1: Teknik Menulis Skrip, Scene, Shot, Take	20				Activity 1: Script analysis and writing exercise		1	1	
			Vedio 1	20	2.0	2.0	4.0	Activity 2: Develop moodboard and storyboard draft		1	1	
		TLO2: Dapat hasilkan storyboard dan breakdown	Vedio 2		0.0	0.0	0.0					
			Subtopic 1.2: Storyboard, Script Breakdown, Budgeting	20				Assessment 1: Quiz on script elements and continuity		0.5	0.5	
			Vedio 3	20	2.0	2.0	4.0					
	Topic 2: Story & Visual Planning	TLO1: Faham struktur cerita dan pembangunan watak	Subtopic: Plot vs Tema, Struktur Cerita, Pernyataan, Pacing	20				Activity 1: Camera setup walkthrough (manual DSLR) Camera, DSLR		1	1	
			Vedio 1	20	2.0	2.0	4.0	Activity 2: Shot planning exercise with real objects		1	1	
		TLO2: Menghasilkan perancangan visual dengan moodboard & storyboard	Vedio 2		0.0	0.0	0.0					
			Subtopic: Moodboard, Adobe Color, Asas Storyboard	20				Assessment 1: Multiple choice on shot types & exposure		0.5	0.5	
			Vedio 3		0.0	0.0	0.0					
	Topic 3: Teknik Produksi - Prepping	TLO1:Kenal pasti teknik produksi awal	Subtopic 3.1: Slate/Clap, Conti, Conti Sheet	20				Activity 1: Light placement and shadow test (studio setup) Lights		1	1	
			Vedio 1	20	2.0	2.0	4.0	Activity 2: Activity 2: Create 3-point lighting using limited tools		1	1	
		TLO2:Memahami konsep breakdown & setup	Vedio 2		0.0	0.0	0.0					
			Subtopic 3.2: Shots vs Setups, Script Breakdown, Budgeting, Crew, Location Recce, Casting	20				Assessment 1: Practical assessment - lighting setup		0.5	0.5	
			Vedio 3	20	2.0	2.0	4.0					
	Topic 4: Cinematography & Lighting	TLO1:Fahami asas sinematografi dan kamera	Subtopic 4.1: Cinematography, Jenis Shot, Camera Movement, Kamera Manual (DSLR)	20				Activity 1: Audio recording test with lav mic & boom Audio gear		1	1	
			Vedio 1	20	2.0	2.0	4.0	Activity 2: Compare indoor vs outdoor sound quality		1	1	
		TLO2:Setup pencahayaan profesional	Vedio 2		0.0	0.0	0.0					
			Subtopic 4.2: Point Lighting, Quality of Light, Direction of Light, Negative Fill, Mood Lighting	20				Assessment 1: Identify audio issues from samples		0.5	0.5	
			Vedio 3	20	2.0	2.0	4.0					
			Vedio 4		0.0	0.0	0.0					

	Topic 5: Audio & Rakaman Profesional	TLO1:Kenal pasti peralatan dan teknik audio	Subtopic 5.1: Equipment Audio, Tips Rakaman Jelas, Audio dalam Editing	20				Activity 1: Storyboard blocking with different angles Sketchbook		1	1
			Vedio 1	20	2.0	2.0	4.0	Activity 2: Analyze mood changes via lighting demo Lights		1	1
			Vedio 2		0.0	0.0	0.0				
		TLO2:Setup kamera dan aksesori rakaman	Subtopic 5.2: B-Roll, Camera Flat Look, Log, White Balance, Zebra, False Color, Exposure	20							
			Vedio 3	20	2.0	2.0	4.0	Assessment 1: MCQ on blocking and lighting intent		0.5	0.5
			Vedio 4		0.0	0.0	0.0				
	Topic 6: Pengarahan & Rekaan Produksi	TLO1:Faham konsep pengarah visual Storytelling Visual	Subtopic 6.1: Blocking, Camera Angle, Storytelling Visual	20				Activity 1: Product shoot with limited light source Smartphone		1	1
			Vedio 1	20	2.0	2.0	4.0	Activity 2: Shooting beverages/gadgets in-studio		1	1
			Vedio 2		0.0	0.0	0.0				
		TLO2:Gunakan rekaan produksi dan pakaian	Subtopic 6.2: Wardrobe, Art, Rekaan Menyerlah Jenama	20							
			Vedio 3	20	2.0	2.0	4.0	Assessment 1: Peer feedback on video product shoot		0.5	0.5
			Vedio 4		0.0	0.0	0.0				
	Topic 7: Penggambaran Produk & Greenscreen	TLO1:Teknik penggambaran produk	Subtopic 7.1: Product Shoot Pt.1-3 (Beverage, Perfume, Gadget)	20				Activity 1: Greenscreen setup with test lighting Green screen		1	1
			Vedio 1	20	2.0	2.0	4.0	Activity 2: Wardrobe vs chroma clash test		0.5	0.5
			Vedio 2		0.0	0.0	0.0				
		TLO2:Setup dan teknik greenscreen	Subtopic 7.2: Greenscreen Pt.1-5 (Lighting, Camera, Wardrobe)	20							
			Vedio 3	20	2.0	2.0	4.0	Assessment 1: Submit greenscreen composite in edit		0.5	0.5
			Vedio 4		0.0	0.0	0.0				
	Topic 8: Tips & DIY Produksi	TLO1:Faham alternatif dan solusi dalam produksi	Subtopic 8.1: DIY Lighting, Rakaman Smartphone, SFX Makeup, Gimbal, Tripod Tips	20				Activity 1: nterview shoot using practical lighting DSLR, mic		1	1
			Vedio 1	20	2.0	2.0	4.0	Activity 2: Studio vlog setup & production design Studio tools		0.5	0.5
			Vedio 2		0.0	0.0	0.0				
		TLO2:Kenal pasti sumber dan logistik	Subtopic 8.2: Kedai Jual Kamera, Tempat Sewa Equipment	20							
			Vedio 3	20	2.0	2.0	4.0	Assessment 1: Present lighting breakdown for scene		0.5	0.5
			Vedio 4		0.0	0.0	0.0				
	Topic 9: Editing & Teknik Penyuntingan	TLO1:Menggunakan perisian penyuntingan	Subtopic 9.1: Software Editing, Organize File, Aspect Ratio, Resolution	20				Activity 1: Organize project files and sequences PC, Software		1	1
			Vedio 1	20	2.0	2.0	4.0	Activity 2: Practice color correction with LUTs		0.5	0.5
			Vedio 2		0.0	0.0	0.0				
		TLO2:Faham transisi & motion	Subtopic 9.2: ransition, Sam Kolder Style, Typography, Motion Graphic, Keyframe	20							
			Vedio 3	20	2.0	2.0	4.0	Assessment 1: Submit edited clip with grading & audio		0.5	0.5
			Vedio 4		0.0	0.0	0.0				
	Topic 10: Color Grading & Finishing	TLO1:Teknik color grading dan pencocokan warna	Subtopic 10.1: Color Correct, LUT, Rec709, Mood (Warm, Action, Low Key, High Key, Teal & Orange)	20				Activity 1: Typography animation with keyframes Software		1	1
			Vedio 1	20	2.0	2.0	4.0	Activity 2: Motion tracking and graphics intro		0.5	0.5
			Vedio 2		0.0	0.0	0.0				
		TLO2: Finalisasi audio & visual	Subtopic 10.2: Sound Mixing, Music Choice, Sound Effects, OBS Studio, Digital Compositing	20							
			Vedio 3	20	2.0	2.0	4.0	Assessment 1: Final editing & compositing project		0.5	0.5
			Vedio 4		0.0	0.0	0.0				
	All Topics							Final Assessment: Submit full production video incorporating all stages (Pre, Production, Post)		1	1
			TOTAL SLT/hr (CONTENT)					TOTAL SLT/hr (ACT/ASS)	24		
			PERCENTAGE (CONTENT)					PERCENTAGE (ACT/ASS)	24%		
								TOTAL SLT/hr (CONTENT + ACT/ASS)	100.0		

References (include required and further readings, and should be the most current)	Wajib: Rabiger, M. (2020). Directing: Film Techniques and Aesthetics. Adobe.com & DaVinci Resolve Online Help Free Music Archive & Creative Commons		
Prepared by (Course Developer):	PROF. MADYA DR. MUHAMAD FAZIL AHMAD 		
	(Signature and Official Stamp)	Date	
Checked by (Subject Matter Expert):			
	(Signature and Official Stamp)	Date	

Notes:

- Number of topics may vary from one course to another
- 10 minutes video = 2 hours Student Learning Time (SLT) = 1 hour Guided Learning (GL) + 1 hour Independent Learning (IL)
- Activity (ACT) / Assessment (ASS) may vary for each module