



OLLSCOIL NA GAILLIMHE  
UNIVERSITY OF GALWAY

Date:  
1/1/2023

Min. Time  
Commitment:  
23 Hours

Expiry Date:  
31/12/2025

Module Code:  
AJ2111



## Breda O'Brien

### *Media Production*

#### *Secondary description example*

This second-year Media Production module provides an introduction to audio and video production. Students develop practical skills in recording, editing, and producing multimedia content using industry-standard tools. On completion, the student will acquire foundational skills in media production, including the ability to create engaging audio and video content. It demonstrates their readiness to apply these skills in professional settings and progress to more advanced production work. Students demonstrate practical skills and competency in audio and video production through hands-on projects and active participation.

#### **To earn this badge the student must:**

- Demonstrate consistent attendance and engagement in practical workshops and tutorials, applying industry-standard tools and techniques.
- Complete two core projects: a short video production and an audio piece. The video production must demonstrate proficiency in camera operation, framing, lighting, and editing, while the audio piece should showcase skills in sound recording, mixing, and editing. Both projects must apply storytelling techniques to create engaging and coherent narratives, with attention to technical accuracy and creative expression.
- Submit a written reflection that critically evaluates the production process, creative decisions, and challenges encountered during the projects.

*Skills* \_\_\_\_\_

**Adaptability | Communication | Creative Agency | Digital Skills | Self-Awareness**

(Dh) JL

Ciarán Ó hOgartaigh  
President,  
University of Galway





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### *Skills* \_\_\_\_\_

**Adaptability:** Demonstrated adaptability by taking on varied roles in video and audio production, responding flexibly to changing project needs, technical challenges, and feedback. Developed resilience and problem-solving skills while adjusting workflows in real-time to meet creative and technical goals.

**Communication:** Developed communication skills by collaborating in teams during video and audio production tasks. Learned to convey ideas clearly during project planning, provide constructive feedback, and ensure messages are effectively communicated through multimedia content.



**Creative Agency:** Developed creative agency through video and audio projects by making decisions on shot composition, sound design, and narrative structure. Explored artistic voice while balancing creative expression with technical constraints, building confidence in producing engaging media content.

**Digital Skills:** Gained practical experience using industry-standard software for audio and video editing, such as Adobe Premiere Pro and Audition. Learned practical techniques for recording, editing, and exporting multimedia content to a professional standard.

**Self-Awareness:** Developed self-awareness by reflecting on creative choices and production challenges. Gained insight into personal strengths and areas for growth through hands-on media projects and critical reflection on feedback and outcomes.

(Dh) JL

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