

FILM PRODUCTION COURSE OUTLINE (DIPLOMA)



SPECTRUM FILM SCHOOL

FACULTY OF MEDIA AND COMMUNICATION

MAKING LEARNING FUN



RECOMMENDED STUDENTS, ENTRY REQUIREMENTS, AND DURATION

RECOMMENDED STUDENTS

Students recommended for this talent-based program will be talented young people aspiring to be filmmakers who need essential skills in film production and business. The program will also be useful for film industry professionals who want to improve their skills and competencies.

ENTRY REQUIREMENTS

Basic writing and reading skills; a personal statement; basic computer usage skills; and digital literacy skills are recommended entry requirements for this program.

DURATION

This practical filmmaking program has an intensive duration of two and a half (2.5) years with 1200 contact hours.

TABLE 1: PROGRAMME DURATION TIMELINE OVER THE FIFTEEN-MONTHS PERIOD

Semester	Duration in Months	Mode Of Training
001	3	In Person
002	3	In Person
003	3	In Person
004	3	In Person
005	3	In Person
TOTAL	15	00



TABLE 2: PROGRAMME HOURS OVER THE FIFTEEN-MONTHS PERIOD

Semester	Hours Per Day	Hours Per Week	Hours Per Sem
001	4	20	240
002	4	20	240
003	4	20	240
004	4	20	240
005	4	20	240
TOTAL	20	100	1200

TABLE 3: PROGRAMME UNITS OVER THE FIFTEEN-MONTHS PERIOD

Semester	No. Of Units Per Day	No. Of Units Per Week
001	2	7
002	2	7
003	2	7
004	2	7
005	2	7
TOTAL	2	35



AIM, OBJECTIVES, EXPECTED LEARNING OUTCOMES

AIM

This program aims to build the competences of students in filmmaking for income generation and social self-expression.

OBJECTIVES

By the end of this program, students should be able to:

- Distinguish practical filmmaking techniques
- Outline the filmmaking business process.
- Describe steps in the collaborative filmmaking process.
- Discuss the life skills required in filmmaking.
- Develop strategies for teaching moral and cultural values to youth through filmmaking as a form of creative art.
- Draw viable filmmaking venture investment plans.
- Appraise the skills set in filmmaking creation.
- Design filmmaking market analysis plans.

EXPECTED LEARNING OUTCOMES

This program is designed to enhance the capacity of students to:

- Demonstrate capacity to undertake filmmaking as an enterprise
- Adhere to the regulatory framework in the filmmaking sector
- Comply with societal life and moral value system
- Establish networks in the filmmaking Sector
- Utilize title credits and professional showreel
- Produce a short film project.



CONTENT AND TIME ALLOCATION

Unit Distribution

This program is divided into five (5) semesters. The following tables show the details of the units in semesters one upto five, including the specifically allocated duration:

TABLE 1: CONTENT AND TIME ALLOCATION FOR THE FIRST SEMESTER

Unit Code	Units	Time (Hours)
MFIDTU1	Business Management in Film	36
MFIDTU2	Film Analysis	36
MFIDTU3	Filmpreneurship	36
MFIDHU4	Pre-Production	48
MFIDPU5	Screenwriting	36
MFIDTU6	Theories and History of Film Production	24
MFIDTU7	Digital Marketing	24
	TOTAL	240



CONTENT AND TIME ALLOCATION

TABLE 2: CONTENT AND TIME ALLOCATION FOR THE SECOND SEMESTER

Unit Code	Units	Time (Hours)
MF2DHU1	Camera Operations	36
MF2DTU2	Cinematography	36
MF2DTU3	Directing for Film	36
MF2DTU4	Film Finance Management	48
MF2DTU5	Law, Ethics and Policies of Media	36
MF2DHU6	Lighting for Film and TV	24
MF2DHU7	Make-up and Set Design	24
	TOTAL	240



CONTENT AND TIME ALLOCATION

TABLE 3: CONTENT AND TIME ALLOCATION FOR THE THIRD SEMESTER

Unit Code	Units	Time (Hours)
MF3DPU1	Color Grading	36
MF3DPU2	Editing	48
MF3DHU3	Film Distribution	36
MF3DPU4	Film Marketing	36
MF3DHU5	Production Design	36
MF3DPU6	Advanced Storyboarding Techniques	24
MF3DPU7	Sound and Music for Film	24
	TOTAL	240



CONTENT AND TIME ALLOCATION

TABLE 4: CONTENT AND TIME ALLOCATION FOR THE FOURTH SEMESTER

Unit Code	Units	Time (Hours)
MF4DPU1	Advanced Cinematography Techniques	48
MF4DPU2	Visual Effects	48
MF4DPU3	Documentary and Short Film Production	36
MF4DPU4	Collaborative Filmmaking	36
MF4DTU5	Genre Studies and Experimental Film	24
MF4DPU6	Set and Costume Design	24
MF4DPU7	Film Festival Submission and Strategy	24
	TOTAL	240



CONTENT AND TIME ALLOCATION

TABLE 5: CONTENT AND TIME ALLOCATION FOR THE FIFTH SEMESTER

Unit Code	Units	Time (Hours)
MF5DPU1	Individual Short Film Project	60
MF5DHU2	Industry Networking and Pitching	36
MF5DPU3	Advanced Editing Techniques	36
MF5DTU4	Film Criticism and Analysis	36
MF5DPU5	Entrepreneurship in Film	24
MF5DPU6	Portfolio Development and Showreel	24
MF5DPU7	Advanced Film Marketing and Distribution	24
	TOTAL	240



METHODOLOGY OF TRAINING

MODE OF STUDY

Students will be engaged through online, in-person, and blended modes of learning. on our online platforms, physical premises, and on actual movie sets.

MODE OF DELIVERY

Facilitation will be accomplished through interactive lectures, pre-recorded lecture videos, open forums for Q&A, case studies, story telling, assignments, meetings, role play demonstrations, peer-to-peer and guided learning, experience sharing, tutorials, written examinations, self and group assessment exercises, and so on. Hands on training approaches that are participatory and interactive will be used. Online delivery will include synchronized virtual and in-person classroom sessions led by subject matter experts, as well as self-paced activities and group discussions via our student portal and Learning Management System. Synchronized sessions can be held on platforms that are integrated with Microsoft Teams, Google Meet, and the school's premises together with the e-learning platform. Student activity reports generated by the platforms will be used to inform the final evaluation process.

TRAINING RESOURCES

The school's premises, website and online classrooms will be adequately stocked with training and learning materials. Quality editing suites and filmmaking equipment, sheets, video tutorials, photo reference books, legislation and policy documents, virtual and in-person white boards, and flip charts will be among the training resources. Students will be provided with work-capable computers, a reliable internet connection, and either a headset with microphone to connect to the audio through the computer.

CORE READING TEXTS

Core reading materials will be carefully chosen from the most recent ebook formats, eminent authors, and peer-reviewed journals that publish authoritative content in the field. References older than five years must not be included in core reading texts unless they are classified content.



EVALUATION OF TRAINING

EVALUATION

This program will be evaluated at various levels to ensure the quality of training and achievement of learning objectives:

Pre-Training Assessment

- Conducted at the start of the program to establish students' baseline knowledge, skills, and competencies.

Continuous Assessment Tests (CATS)

- Ongoing evaluations throughout the program, conducted individually or in groups, to monitor progress and identify areas for improvement.
- Includes practical exercises, assignments, quizzes, and group projects.

End-of-Semester Examinations

- Administered at the end of each unit to evaluate students' grasp of theoretical and practical aspects of the coursework.



EVALUATION OF TRAINING

Industrial Attachment/Internship

The Industrial Attachment/Internship is a mandatory component for Diploma students. It provides hands-on experience in real-world filmmaking environments, bridging classroom learning and industry practice.

Applicability

- Mandatory for Diploma students as part of their final program requirements.
- Conducted after the completion of the five semesters.

Purpose

- To expose students to real-world filmmaking practices.
- To help students apply theoretical and practical skills in professional settings.

Evaluation Criteria

- **Industry Supervisor Reports:** Evaluation by the attachment/internship supervisor on performance, teamwork, and professionalism.
- **Student Self-Assessment:** Reflection on personal growth, challenges, and skills gained.
- **Practical Performance Reviews:** Assessment of technical and creative contributions during the internship.

Duration

- 3 months following the completion of the diploma coursework.



EVALUATION OF TRAINING

Action Plan Creation

Students will develop detailed action plans covering:

- Identified challenges in the industry.
- Strategic approaches to overcome these challenges.
- Targeted actions with timelines, responsibilities, and resource requirements.

Feedback for Improvement

End-of-training evaluations will be used to gather feedback on:

- Course content relevance.
- Effectiveness of teaching and assessment methods.
- Industry alignment of skills taught.

GRADING

Grading System

The grading system is designed to assess both theoretical knowledge and practical skills, providing a comprehensive evaluation of student performance.

TABLE 1: GRADING SCALE

Percentage (%)	Performance Description	Grade
90 - 100	Excellent	A
80 - 89	Very Good	B+
70 - 79	Good	B
60 - 69	Satisfactory	C+
50 - 59	Pass	C
Below 50	Fail	F



COMPONENTS OF ASSESSMENT

Continuous Assessment Tests (CATS)

- Weight: 20%
- Includes practical exercises, group work, assignments, and quizzes conducted throughout the program.

Practical Assessment

- Weight: 40%
- Involves creating a short film or equivalent project to demonstrate mastery of learned skills.

End-of-Semester Examinations

- Weight: 40%
- Evaluates theoretical knowledge and understanding of the core concepts in filmmaking.

PASS MARK REQUIREMENTS

Pass Mark

- The minimum pass mark for each unit is 50%.
- Students must achieve an overall average of 50% or higher across all units to qualify for certification.

Special Considerations

- Students who score below 50% in a unit must undertake a remedial assessment or retake the unit as specified by the program regulations.
- Performance during the Industrial Attachment/Internship (if applicable) will be graded as Satisfactory or Unsatisfactory and does not contribute to the numerical grade but is required for certification.



CERTIFICATION

Certification for Film Production Diploma Program

Upon successful completion of the Film Production Diploma Program, students will be awarded:

Diploma in Film Production

- This certification acknowledges the student's comprehensive knowledge and advanced skills in filmmaking, covering all critical aspects of pre-production, production, and post-production. It qualifies graduates for professional roles in the film industry, including directing, cinematography, editing, and producing.
- Additionally, it serves as a pathway to further academic pursuits or specialization in advanced programs such as Bachelor's Degrees in Film, Media Studies, or related fields.

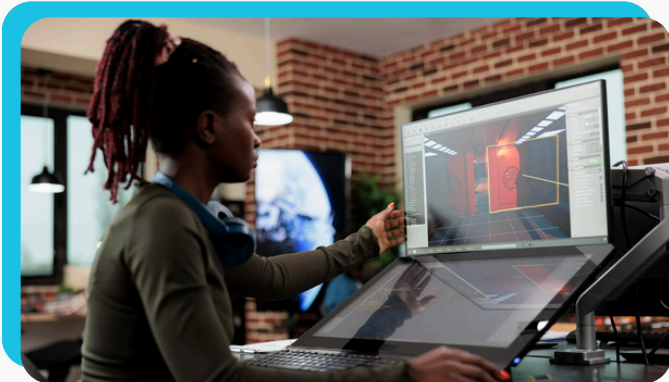
Key Features of the Certification

- **Detailed Transcript:** Includes a comprehensive record of all completed modules with corresponding grades.
- **Practical Skills Highlighted:** Recognizes proficiency in advanced areas such as directing, screenwriting, cinematography, editing, sound design, film distribution, and marketing.
- **Formal Credential:** Acts as a professional qualification for mid-level employment opportunities or academic progression.
- **Internship Recognition:** For students who successfully complete the Industrial Attachment, the diploma may include a remark acknowledging this achievement, enhancing their industry readiness and professional profile.

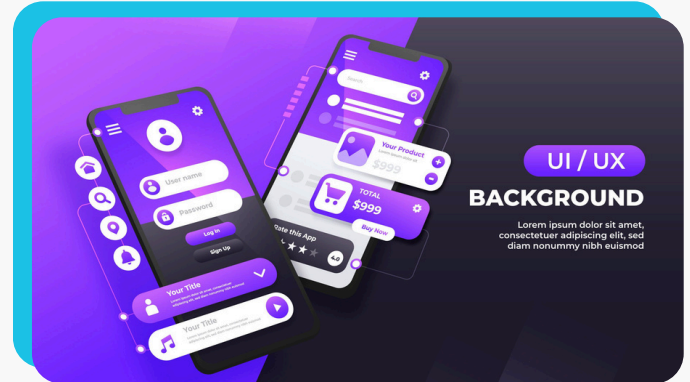
This certification is a testament to the graduate's capability to excel in the competitive film industry and their preparedness to contribute meaningfully to creative projects or academic advancements.



MOST POPULAR SHORT COURSES



GRAPHIC DESIGN
3 MONTHS PROGRAM



UI UX DESIGN
3 MONTHS PROGRAM

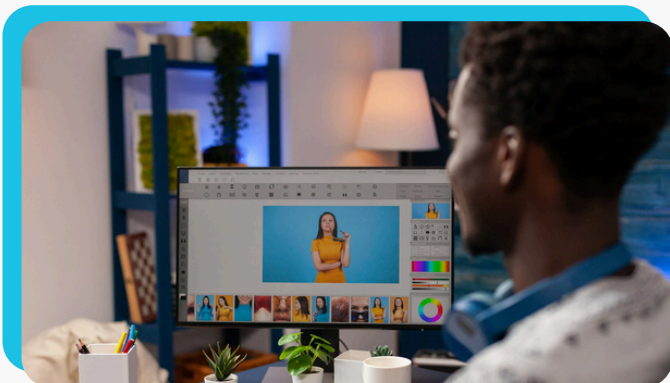
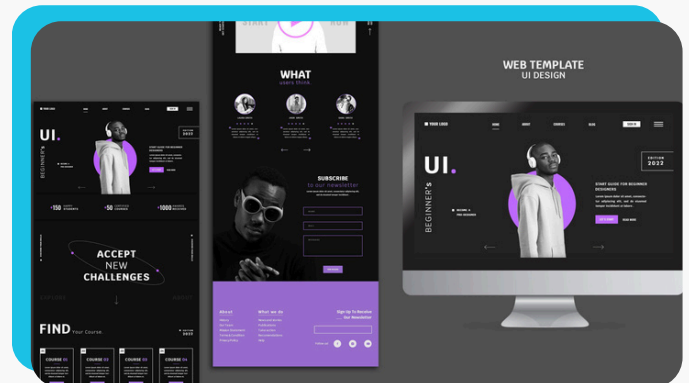


PHOTO EDITING
3 MONTHS PROGRAM



WEB DESIGN
4 MONTHS PROGRAM

FEE IS PAYABLE ONE-OFF

ONLY FROM

Ksh 50,000 Plus

NOTE

- One-off expenses payable.
- We have only three intakes per year: January Intake
May Intake
September Intake

Looking forward for your enrollment!

Spectrum Film School