

About Screen Production

Lights, camera, action! Yes, it's clichéd but that's what it's all about!

Practically, our Screen Production degree seeks to teach you the practical elements of film and TV production - we even have a TV production studio to help you learn in a real-life environment. The degree not only sees you out and about filming, up to all hours of the night editing, writing and producing your own scripts, but we also provide you with an understanding of the industry, both within your country and internationally. You will also learn about new media applications that have an impact on screen - think about animation, special effects and so on.

What can I do with my Media degree?

Wow, think about the diversity of options, do you want to see work in TV, film, radio, media communications, public relations, marketing, advertising...the list goes on. Depending on your area of specialization and the unit mix you choose to take, your studies can prepare you for a range of roles within the media industries.

Professions	What they do
Media Planner	Media Planners gather information on the public's viewing and reading habits, and evaluate editorial content and programming to determine the potential use of media such as newspapers, magazines, radio, television, or the Internet. The media staff calculates the numbers and types of people reached by different media, and how often they are reached.
Media Buyers	Media Buyers track the media space and times available for purchase, negotiate and purchase time and space for ads, and make sure ads appear exactly as scheduled. Additionally, they calculate rates, usage, and budgets.
Advertising Sales Agents	Advertising Sales Agents sell air time on radio and television, and page space in print media. They generally work in firms representing radio stations, television stations, and publications.
Producer / Director	Producers look for ideas that they believe can be turned into lucrative film projects or television shows. They may see many films, read hundreds of manuscripts, and maintain numerous contacts with literary agents and publishers. Producers are also responsible for all of the financial aspects of a film, including finding financing for its production. The Producer works closely with the director on the selection of the script, the principal members of the cast, and the filming locations, because these decisions greatly affect the cost of a film. Directors interpret the script and develop its thematic and visual images for the film. They direct the entire cast and crew during shooting.
Production / Set Designers / Art Directors	Production Designers design the physical environment of the film or television set to create the mood called for by the script. Television art directors may design elaborate sets for use in situation comedies or commercials. They supervise many different people, including illustrators, scenic designers, model

makers, carpenters, painters, and electricians, laborers, set decorators, costume designers, and makeup and hairstyling artists. These positions can provide an entry into the motion picture industry. Many start in such jobs in live theatre productions and then move back and forth between the stage, film, and television. Art Directors and their assistants develop the visual concepts and designs of advertisements. They prepare paste-ups and layouts for print ads and television storyboards, cartoon-style summaries of how an advertisement will appear. They also oversee the filming of television commercials and photo sessions.

**Desktop
Publisher**

Using computer software, Desktop Publishers format and combine text, numerical data, photographs, charts, and other visual graphic elements to produce publication-ready material. Depending on the nature of a particular project, desktop publishers may write and edit text, create graphics to accompany text, convert photographs and drawings into digital images and then manipulate those images, design page layouts, create proposals, develop presentations and advertising campaigns, typeset and do color separation, and translate electronic information onto film or other traditional forms. Materials produced by desktop publishers include books, business cards, calendars, magazines, newsletters and newspapers, packaging, slides, and tickets. As companies have brought the production of marketing, promotional, and other kinds of materials in-house, they increasingly have employed people who can produce such materials.