



Jordan University of Science and Technology
Faculty of Architecture And Design
Design And Visual Communication Department

DV432 Media Theory In Broadcast Design - JNQF Level: 6

First Semester 2024-2025

Course Catalog

3 Credit Hours. This course integrates historical studies, broadcast design theory and practice, and contemporary art into the study of early and current thought in broadcast and media design. Students are expected to analyze and conceptualize broadcast and media design principles through active discussion in the classroom, research project, and independent analyses that stimulate critical thinking and may be applied to design issues.

Teaching Method: On Campus

Text Book

Title	? The Art of Startup Fundraising
Author(s)	Alejandro Cremades
Edition	1st Edition
Short Name	REF 1
Other Information	

Course References

Short name	Book name	Author(s)	Edition	Other Information
REF 2	? Cinematography	Patrick Keating	1st Edition	
REF 3	عين الكاميرا- مقالات في تاريخ السينما ونقدها ?	للكتاب وليم روثمان ? ترجمة محسن ويقى -	1st Edition	

Instructor

Name	Mr. Ra'aed Tawalbeh
Office Location	-
Office Hours	
Email	rztawalbeh@just.edu.jo

Class Schedule & Room

Section 1:

Lecture Time: Sun, Tue : 11:30 - 14:30

Room: DRNHALL(F1)

Prerequisites

Line Number	Course Name	Prerequisite Type
2233720	DV372 Cinematography	Prerequisite / Study

Tentative List of Topics Covered

Weeks	Topic	References
Week 1	Course policy and syllabus	
Week 1	Introduction	
Week 2	Understanding the crowd funding and fund raising.	From REF 1
Week 3	Get an ideas about new ADS	From REF 1
Week 4	DISCUSS THE ADS AND THE STUDENTS SHOULD KNOW IF THEY CAN DO IT	From REF 1
Week 5	Get a storyboard for your ADS And presentation	From REF 1 , From REF 2
Week 5	Do casting and recce for your ADS	From REF 1 , From REF 2
Week 6	Shooting week FOR 1st	
Week 7	FIRST SUB	
Week 8	Understanding how the visual effect working	From REF 2 , From REF 3
	Check the web site www.videocopilot.net and understand how its work and install the plugins we need	
Week 9	Shooting 1 minute video to apply the vfx on it	From REF 2
Week 9	Using after effects in class to see the progress for the VFX work	
Week 10	SECOND SUB	
Week 11	Get an idea for short film 3 minutes maximum	
Week 12	Doing recce , casting and submit the report	From REF 2 , From REF 3

Week 13	Shooting week for 2nd	From REF 2, From REF 3
Week 14	Post production week	
Weeks 15, 16	Final sub	

Mapping of Course Outcomes to Program Outcomes and NQF Outcomes	Course Outcome Weight (Out of 100%)	Assessment method
Understanding the crowd funding process [1PLO1] [1L6K1, 1L6K2]	20%	
Understanding the process of real vfx [1PLO2] [1L6S1]	30%	
Ability to make a short scene and apply vfx on it [1PLO3] [1L6S2]	20%	
UNDERSTANDING THE MEANING OF PSA AND CREATE ON FROM SCRATCH [1PLO4] [1L6S3, 1L6C1]	30%	

Relationship to Program Student Outcomes (Out of 100%)							
PLO1	PLO2	PLO3	PLO4	PLO5	PLO6	PLO7	PLO8
20	30	20	30				

Relationship to NQF Outcomes (Out of 100%)						
L6K1	L6K2	L6S1	L6S2	L6S3	L6C1	
10	10	30	20	15	15	

Policy	
Exams	There are three exams, 1st ,2nd and final exam
Cheating	Cheating is not tolerated and against the university rules. Cheating will result in failing the course and reporting the incident to the dean of the college of architecture and design.
Attendance	Attendance is obligatory; the allowable absence is 10% of the contact time.
Submission of Assignments	? All work must be submitted on time. ? Late submissions will not be accepted and will not be evaluated. ? All assignments should be individually developed. There will be no "team" assignments. ? Assignments are normally to be submitted before the next course assignment starts. ? Each assignment builds on the previous one, so in case of not submitting an assignment on time, it will be the student's responsibility to catch up and finish the upgraded assignment to continue for the new assignment.
Participation	Participation is highly appreciated and encouraged