

BA

TV PRODUCTION

广播电视学

XJTLU | BA TV PRODUCTION

CAREERS

Graduates will be well prepared for positions in a Television or media landscape, including those of producer, director (location or multi-camera studio), writer, camera operator, vision mixer, floor manager, with high quality skills adaptable within content creation for web and social media platforms, advertising and digital media production. Typically, graduates will either go on to top grad Schools, work in a large media companies or start up a company of their own.



START DATE
September 2021



ATTENDANCE
Full time



DURATION
Three or four years



SCHOOL
School of Film and TV Arts



2+2 STUDY
Not Available



QUALIFICATION
XJTLU
BA Broadcasting and TV
University of Liverpool
BA TV Production(hons,4+0)



LOCATION
Suzhou

Xi'an Jiaotong-Liverpool University
西交利物浦大学

BA TV PRODUCTION

The BA TV Production programme aims to equip students with the skills, knowledge and understanding of television production, content creation and a critical and theoretical grounding in the way in which Television is created and consumed in the era of streaming platforms and viewing by demand.

KNOWLEDGE AND SKILLS

By the time you graduate from the BA TV Production, you will have:

- A full awareness of your creative potential as a content developer and programme maker with the ability to take your knowledge, specialist skills and understanding into the Television and media industries
- Knowledge of development, pre-production and production techniques. The ability to research and critically analyse work from a creative, market perspective
- Advanced, specialist skills and professional practice across the development, pre-production, production, post-production and distribution aspects of the Television industries
- A high level of communication skills in the presentation of creative, critical and professional work
- The ability to produce work that is informed by and contextualised within relevant theoretical issues and debates alongside market potential and local and global trends

WHY SHOULD I STUDY TV PRODUCTION AT XJTLU?

- Enjoy new, state-of-the-art facilities that include a multi-camera Television studio, film studio, high-end edit suites, sound recording studio, dubbing and grading studios and a 180 seat cinema. A one-stop-shop for creative Television programme making
- Learn critical analysis of your own and others work within a creative development context, where analysis and practice go hand-in-hand as you develop and make new content
- Follow industry practices from development of ideas, commissioning of projects through to the marketing and distribution of completed content.
- Learn from international, award-winning staff with industry expertise, and industry guest speakers
- Experience a collaborative, professional, industry project-based program, with the possibility of working on live projects and opportunities for work experience
- Earn two degrees: an XJTLU degree from the Chinese Ministry of Education and a globally recognised degree from the University of Liverpool, a member of the Russell Group of leading UK universities

MODULES

YEAR ONE

UK degrees are three years long whereas in China they are four, therefore we do accept students with certain qualifications directly into Year Two, which is the start of the main academic programme. Most students, however, enter into Year One, which provides you with a range of interesting modules, language classes and core skills for your degree.

YEAR THREE

Compulsory modules:

TV STUDIO PRODUCTION 2

THE ART OF POST-PRODUCTION

THE ART OF SOUND

MINOR TV PROJECT

CHINA AND THE DIGITAL REVOLUTION

YEAR TWO

Compulsory modules:

INTRODUCTION TO SOUND

INTRODUCTION TO CAMERA AND LIGHTING

INTRODUCTION TO FILM AND TELEVISION

INTRODUCTION TO POST PRODUCTION

INTRODUCTION TO STORYTELLING

INSERTS PRODUCTION

INTRODUCTION TO DIGITAL MEDIA AND COMMUNICATION

DEVELOPMENT AND PRE-PRODUCTION FOR TV

STUDIO ROLES AND RESPONSIBILITIES

SERIES PRODUCTION

YEAR FOUR

Compulsory modules:

FINAL YEAR PROJECT: MOVING IMAGE

MAJOR TV STUDIO PROJECT

COLLABORATIVE PROJECT

SINGLE CAMERA PROJECT

CREATIVE PROJECT DEVELOPMENT



广播电视学

广播电视学专业旨在培养学生在广播电视及网络平台方面的知识、传媒创意、制作的能力。在整个专业学习的过程中,除了理论的学习外,学生将参与节目策划、前期制作、拍摄以及电视节目的开发、宣传、导演和后期制作。

知识与技能

本专业毕业生将具备以下能力:

- 充分认识到自己作为内容开发者和节目制作者的潜力,有能力将所学知识、专业技能和思考带入电视和媒体行业的实际工作
- 拥有开发,前期制作和制作技术的知识。具备从创造性的市场角度进行研究和分析工作的能力
- 在电视产业的开发、前期、制作、后期和推广等各个方面拥有先进的、专业化的技能和行业实践
- 创造性和批判性的专业工作能力,高效的沟通能力和展示能力
- 结合相关的理论热点、市场潜力、本土和全球趋势,制作相关产品的能力

专业特色

- 本专业具有设备齐全的一站式设施空间,其中包括一个多机位电视演播厅,摄影棚,剪辑室,录音棚,混音工作室,样片调色工作室和一个180座的电影院
- 本专业旨在营造一个创造性发展的学习环境,鼓励学生对自己和他人的作品进行批判性分析,并在开发和创造新内容的过程中,实现分析和实践相辅相成
- 本专业课程的内容设置遵循行业惯例,实现学生作品从创意构思、项目调试到营销推广的产业化实践过程
- 本专业的国际化教学团队(包括荣获各类国际奖项的制作人、导演与学者)具备丰富的电视制作从业与教学经验
- 毕业生可获得中国教育部认可的西交利物浦大学学位和国际认可的利物浦大学学位

就业

本专业毕业生可胜任电视或媒体领域的职位,包括制作人、导演(外景或多机位工作室)、编剧、摄影师、视觉调音师、舞台监督等,同时具备在网络、社交媒体平台、广告和数字媒体进行内容创作的技能。毕业生可以在顶尖的研究生院继续深造,或者在大型媒体公司就业,也可以选择自主创业。

课程

第一学年

在英国,本科阶段学习学制三年,而中国本科阶段学制为四年。因此,对于已获得相应学时、证书的学生,在我校可以直接升入二年级进行专业学习;但大多数学生则是进入一年级学习包括众多有吸引力的课程、语言课程以及专业学习相关的核心技能课程。

第三学年

必修课程:

- 电视演播室制作2
- 后期制作艺术
- 声音艺术
- 小型电视节目
- 中国与数字革命

BA TV PRODUCTION 广播电视学

Television production is expanding globally. With more and more platforms for viewing and audiences hungry for new content the BA (Hons) Television Production is an innovative programme based in China that offers students the opportunity to not only learn the technical and creative skills necessary to make high quality Television programmes, but to also develop new content aimed at the internal Chinese and global marketplace.

Whether you want to create a new reality TV format, produce a game show, shoot a prototype show on location or a magazine show in our state of the art Television studio the BA (Hons) Television Production programme will equip you with the skills, knowledge and industry know-how to achieve your career goals.

The BA (Hons) Television Production programme commissions work like a production company with an industry focus. Throughout the programme you will either be in development, pre-production, shooting or in post-production alongside developing, pitching, producing and directing TV shows.

电视制作行业发展迅猛并在全球进行扩张。随着越来越多观看平台的涌现以及观众对全新内容的渴望,广播电视学专业作为一个设立在中国的新型专业,不仅为学生提供了学习制作高质量电视节目所必需的技术和创造性技能的机会,而且还为国内和国际市场开发新的内容创造了机遇。

无论你想要创造一个全新的真人秀模式,制作一个游戏节目,拍摄外景节目或者在我们先进的电视演播室里制作杂志类节目,广播电视学专业能够帮助会让你的具备专业的技能、知识和以及前沿的行业技术来实现你的职业目标。

广播电视学专业的内容设置近乎于一个行业导向的制作公司。在整个专业学习的过程中,你将参与策划、前期制作、拍摄以及电视节目的开发、宣传、导演和后期制作。

- 开始时间**
2021年09月
- 教学形式**
全日制
- 学制**
四年
- 学院**
影视艺术学院
- 2+2 留学模式**
不可选
- 学位证书**
西交利物浦大学
广播电视学
- 学习地点**
苏州
- 利物浦大学**
BA TV Production(hons,4+0)

第二学年

必修课程:

- 音效入门
- 摄影/灯光入门
- 电影电视入门
- 后期制作入门
- 编剧入门
- 电视节目短篇制作
- 数字媒体和传播入门
- 电视开发和前期制作
- 工作室角色和职责
- 剧集制作

第四学年

必修课程:

- 毕业设计
- 大型电视演播室项目
- 合作项目
- 单机项目
- 创意项目开发

