



FS 280 LONDON FILMMAKING WORKSHOP: TRADITIONAL AND AI IES ABROAD LONDON

DESCRIPTION: This course is intended for beginners or those with some experience and/or basic skills in audio and video (AV) production. The class is small, usually consisting of 12 students who will work collaboratively, using AI-powered tools, in the production and post-production phases of a 2 to 5-minute, sound-led short proof-of-concept film. The purpose of this is to attract further interest in the project, now that it has evolved further from simply an idea.

Each student will fulfill one or more of the following six roles:

Sound Designer, Writer-Director, Producer, Google Veo 2 Operative, Marketeer, Editor,

No previous knowledge or particular skills are necessary, although any knowledge or experience in related areas (such as (AV) Apps, including Garage Band, Audacity, iMovie, Photoshop, Canva, stills photography, theatre and/or media studies) could be useful for the course.

The course is divided into two sections. In phase one (weeks 1-6), students will focus on the basics of storytelling theory, with an emphasis on pre-production and building skills. This will introduce them to AI-powered tools such as Google Veo, Canva Pro and Soundly, which are changing the film industry.

Phase two (week 7-12) students will: a) demonstrate practical and collaborative skills by delivering a 2 to 5-minute audio-driven narrative film. Students work in teams to generate and edit then films from still images, using generative AI software learned during the first phase.

CREDITS: 3 credits

LANGUAGE OF INSTRUCTION: English

ADDITIONAL COST: Students pay an additional course fee (approximately £160) at the time of registration to cover the cost of materials.

METHOD OF PRESENTATION: Students will attend group tutorials, practice-based exercises and workshops, short talks, discussions, screenings, individual tuition and use Moodle. Please note that students will be expected to work outside the prescribed time and therefore must be prepared (and able) to work at weekends and in the evenings.

REQUIRED WORK AND FORM OF ASSESSMENT:

- Rough Draft – First scenes of proof-of-concept film: 20%
- Demonstrate an understanding of audio and video skills and AI-powered tools through learning and self-reflection through supporting material supplied on Moodle: 30%
- Participation: Each student is graded on their individual scene as well as contribution, according to their discipline: 10%
- Final project (2 to 5-minute), proof-of-concept film): group production 40%

IMPORTANT: All students must take individual responsibility for all equipment they use.

- All equipment must be checked **out** and **in** with an IES staff member.

LEARNING OUTCOMES:

By the end of the course, students will be able to:

- Apply an understanding of the production process to a practical project, using audio as the central element.
- Incorporate the use of AI tools in the content creation process, including using prompting to achieve professional results.
- Demonstrate a good working knowledge of digital non-linear editing using Adobe Premiere Pro.
- Demonstrate basic camera operation and technique using a smartphone to take still images.



- Demonstrate basic lighting setups using the Amaran 60x S and Aperture Accent B7c bulbs
- Analyze story structure and the screenwriting process for use in the critique and creation of content.
- Work to a high standard of understanding when utilizing AI as a pre-production tool.
- Effectively manage the resources and logistics required to produce a proof-of-concept film.
- Collaborate as a member or leader of a content creation team to produce a unique, audio-driven proof-of-concept film
- Participate and engage in critiques of short-form narratives
- Learn the fundamental principles of marketing content in order to attract financing.
- Analyze and evaluate the creative process.

After this course, you may go on to specialist short courses in audio and visual production/post production and AI content creation, supported by knowledge of AV and AI-tools, as well as further, more advanced courses in content creation.

ATTENDANCE POLICY

Regular class attendance is mandatory. Irregular attendance may result in a lower grade in the course, and/or disciplinary action. The IES Abroad London class attendance policy does not allow for unexcused absences, and grades will be docked one-half letter grade for each such absence. Rare exceptions will be made for the following reasons:

- The student is too sick to attend class. In this instance, the student must call the IES Abroad Centre before class to notify any of the IES Abroad staff. It is not sufficient either to email, send a message with a friend or call the Centre after the class has started.
- A serious illness or death in the immediate family requiring a student to travel home. This requires written approval from the Centre Director before departure.

Arriving more than 10 minutes late to class may count as an unexcused absence. Immigration laws in the UK are extremely strict, and we jeopardize our legal status in hosting students who do not regularly attend class. Students who do not attend class regularly will be reported to the appropriate officials and risk dismissal from the program and deportation from the UK. If a student incurs absences representing 25% of the total class hours, they will be contacted by the Academic Programmes Manager (APM) and Centre Director (CD). If these absences are made up exclusively of unexcused non-attendance, this will trigger a disciplinary review. If these absences are made up of excused non-attendance, a meeting will be held to discuss the underlying reasons for lack of attendance, and to discuss ways it can be maintained for the duration of the term. If the 25% threshold is reached due to a mixture of excused and unexcused absences, students will also be asked to attend a meeting to discuss.

CONTENT:

Week	Content	Assignments, Readings, and Viewings
Week 1	Introduction to Video Filming Overview of Syllabus and Breakdown of Assignments. Week 1 continued: • Read creative brief for 2 to 5-minute, narrative or proof-of-concept film and discuss.	Assignments • Initial research – interpret the brief and start to document some ideas. • Explore Nuances within Magic Realism and bring one example of a film with a standout moment from a sound perspective. • Sound Scavengers. Collect three sounds on your phone, per person. Transportation, nature, people • Reflective journal

- Discuss the three-act structure, conflict and the point of no return when writing a short screenplay.
- Tool overview
- Screening & analysis: sound-led short films
- Intro to magic realism
- Begin marketing mindset: who is your audience?
- Discuss the use of a reflective journal.

Readings

- Overview of foundational video editing principles and best practices for beginners.

<https://www.descript.com/blog/article/>

- The core concepts and workflow of video editing.

<https://riverside.com/blog/what-is-video-editing>

Viewings

- Feeling My Way by Jonathan Hodgson

https://www.dailymotion.com/video/x8harh?utm_source=chatgpt.com

- Feeling My Way AFX – 8 MTG edit

<https://youtu.be/FPY88-sfGDM?si=iIDGNzMXiP6SKtb7>

- Taking a Line for a Walk

<http://www.animateonline.org/editorial/2002/08/taking-a-line-for-a-walk/>

- The Cleaner – FLOW by Google Veo 3

<https://www.youtube.com/watch?v=pD4q9zwWvRg>

Sound-led Shorts

- The Cook

<https://www.youtube.com/watch?v=IJXaNYTVjrQ>

- The Black Hole

- <https://www.youtube.com/watch?v=RSmjgss0XKQ>

		- Why Magical Realism is a Global Phenomenon? https://www.youtube.com/watch?v=scgn2BCcht4 - A Guide to Funding Your Film https://www.youtube.com/watch?v=A0W0JLP7Eow - Making of the Blair Witch Project https://www.youtube.com/watch?v=H2N-5ejkk7k
		Assignments - Produce a scene where a lack of sound (silence) has a profound effect - Still image exercise where students use amended scavenged sound to inspire the taking of three images as a group exercise and then use freesound to add further sound, finishing on iMovie etc - Research foley techniques - Reflective journal Readings <u>Designing Sound: Practical Exercises for Critical Listening - Designing Sound</u> https://designingsound.org/2014/08/27/practical-exercises-for-critical-listening/ <u>Critical Listening - Basic Exercises" - Audio Engineering Guide</u> https://www.idc-online.com/technical_references/pdfs/electronic_engineering/Critical_Listening_Basic_Exercises.pdf Viewings - How to Sound Design https://www.youtube.com/watch?v=8LV1bqf8ZVo&t=37s
Week 2	Sound Thinking & Listening Exercises - The Concept of Sound Breakdown - Active listening workshop (Close eyes) of sound scavenged homework - Types of sound, ambient, foley, emotional SFX (three layers) - Sonic Moodboard Workshop - Sonic Moodboard Example: The Souvenir - Freesound, Audacity & Soundly demo - Freesound and Audacity exercise using scavenged sound - Freesound, Audacity, Soundtrap critique - Role allocation discussed	

		• The Magic of Making Sound https://www.youtube.com/watch?v=UO3N_PRlgX0 • JWebb - Sonic Moodboard for the Souvenir http://jwebb-sound.com/work/the-souvenir/ • The Power of Sound in Movies https://www.youtube.com/watch?v=iUov13NgU8w
Week 3	Sonic Moodboard Development • Screening: A Quiet Place -Use of silence • Screening: Star Wars: The Last Jedi (Holdo's Sacrifice) - Star Wars: The Last Jedi Lightspeed Scene 4K (Holdo's Sacrifice) • Role allocation and groups finalised • Peer tool lessons begin (Soundly) • Create trial initial sound samples on Soundly • Canva introduction for Marketeer • Group feedback	Assignments • Producers to organise future delivery of material and keep to schedule • Write mood and tone intentions • Write initial synopsis of idea • Editor to familiarise further with Premiere Pro • Start Developing sonic moodboard • Research tool Soundly • Reflective journal. Readings • Professional insights into creating sonic moodboards, with detailed analysis of musical language and concept development. • https://www.sixiemeson.com/blog/a-behind-the-scenes-glimpse-of-sonic-mood-boarding/ • Guide to using audio moodboards for brand communication and client feedback processes.

		• https://pacific-content.com/vibe-check/ • <u>Sound's Role in Film Narration and 'Sonic' Storyboard - International Journal of Research Publication and Reviews</u> • https://ijrpr.com/uploads/V5ISSUE7/IJRPR31415.pdf Viewings • <u>New Soundly: Creativity Erupts in Beautiful Ways</u> https://www.youtube.com/watch?v=cnTABrR0Kdw&t=715s • <u>Make Better Films with Atmospheric Sound Design</u> https://www.youtube.com/watch?v=scgn2BCcht4 Indie Film Marketing Masterclasses? https://www.youtube.com/watch?v=xGTdNbUol2E&t=4s What is film marketing? https://www.studiobinder.com/blog/what-is-film-marketing-definition/
Week 4	Cinematography, Storytelling & Visual Language • Hot Seat, Story and Screenwriting • Framing, movement and lighting of Magic Realism • Introduction to Storyboarding • Google Veo 2/3 peer demo • Start character/visual ideation	Assignments • Rehearse presentation • Start role-based Google Veo 2/3 exploration • Refine story concept / synopsis • Finalise visuals/character for Moodboard by building visual library • Draft storyboards • Reflective journal. Readings

- Visual Storytelling in Film: Crafting Cinematic Narratives
- <https://brilliantio.com/visual-storytelling-in-film/>
- Detailed analysis of cinematic language elements including camera angles, lighting, and mise-en-scène.
- <https://glcoverage.com/2024/07/11/cinematic-language/>
- Exploration of how visual storytelling creates emotional connections and enhances narrative impact.
- <https://nofilmschool.com/magic-of-visual-storytelling>

Viewings

- Ultimate Guide to Shot Sizes
- <https://www.youtube.com/watch?v=AyML8xuKfoc&t=8s>
- Ultimate Guide to Camera Movement
<https://www.youtube.com/watch?v=liyBo-qLDeM&t=20s>
- Ultimate Guide to Lighting
https://www.youtube.com/watch?v=r2nD_knsNrc
- What is Symbolism in Film
- <https://www.youtube.com/watch?v=bFnAOhzgfDU>
- What is Juxtaposition

<https://www.youtube.com/watch?v=bFnAOhzgfDU>

- What is Magic Realism in Film
<https://youtu.be/p77P1cDiA9U?si=E9MsVFjKjDNZfPgM>
- Google Veo 2 Tutorial: Make a Hollywood-style AI movie

		• https://www.youtube.com/watch?v=QPGElInCaBE
--	--	---

Week 5	Prompts and Sonic Moodboard Presentations • An introduction into the power of Prompt Engineering • Groups present final synopsis • Groups present moodboards • Feedback session from Tutors and Students • Advanced Character Development / Scene Development • AI visuals intro (Google Veo 2) image and video workflows)	Assignments • Further knowledge-based learning by individual discipline. • Reflective Journal Readings • Structured approach to AI video prompting including subject, action, scene, and style components. • https://help.flexclip.com/en/articles/10326783-how-to-write-effective-text-prompts-to-generate-ai-videos • Comprehensive tutorial on effective prompting techniques for AI video generation. • https://www.capcut.com/resource/video-prompt-ai Viewings • https://www.capcut.com/resource/video-prompt-ai • Research and view magic realism- meets- experimental films including Pans Labyrinth, The Shape of Water, My Neighbour Totoro, Spirit of the Beehive • Google Veo 2 is INSANE...But Only If You Prompt It Like This 🔥 • https://www.youtube.com/watch?v=z08sk1lm_uc
---------------	--	--

Week 6	Rough Draft First Scene Submission • Work in class on rough draft of individual first scene submissions. • Deliver finalised storyboards	Assignments • Finalise rough draft, individual first scene submissions. • Experiment with Spatial sound on Audacity. • Reflective journal Readings • An accessible introduction to spatial audio concepts, including how object-based audio like Dolby Atmos creates 3D soundscapes for music, film, and interactive experiences. • https://www.sonos.com/en-gb/blog/guide-to-spatial-audio • Technical overview of spatial audio technologies and their applications in various media. • https://www.izotope.com/en/learn/spatial-audio Viewings • What is binaural or spatial sound? • https://www.youtube.com/watch?v=XDJSGE_DIJU • Sound Design in Building Immersive Film Experiences • https://www.prazzleinc.com/editorial/sound-design-in-building-immersive-film-experiences

	MID TERM	
Week 7	Delivery of Rough draft 1st scene. Story Lock & Visual R&D - Groups present first individual scenes - Peer and tutor feedback - Lock beat structure - Storyboard review - Continued development of individual scenes 2	Assignments - Finalise AI visual inputs - Begin animating key scenes - Deadline for rough draft first scene, illustrating soundscape, mood, texture, tone concept - Marketing research - Reflective Journal Readings - A practical guide to crafting effective prompts for generative AI, including strategies like role assignment, specifying output formats, and using “do” and “don’t” instructions to refine results https://www.huit.harvard.edu/news/ai-prompts <u>Artificial intelligence in creating, representing or expressing an immersive soundscape</u> https://arxiv.org/pdf/2504.07153 - How descriptive, evocative language in prompts can guide AI to generate expressive and emotionally resonant music and soundscapes, with multiple real-world examples https://aicompetence.org/the-sound-of-words-prompts-shape-ai-music-magic/ - Viewings Unlock Veo 3 Results on Your Veo 2 https://youtu.be/Hrn34NKbZ9A?si=pwYpAVVc2awCs-E7

Week 8	AI Visuals and Sound Sync - Continue Development of Individual Scenes - Canva Pro peer lesson - Finalise storyboard + visuals - Begin campaign concept - Visual scene building - Audacity & Premiere sync - Peer lesson: Premiere Pro	Assignments - Continue refining visuals - Continue Progress on the remaining scenes - Update marketing assets Reflective journal Readings - Comprehensive overview of AI-powered content creation tools and their marketing applications. https://storylab.ai/ai-powered-content-creation-tools-techniques-marketers/ - Strategic approach to integrating AI-generated marketing assets into professional workflows. https://www.bridgewell.com/en/how-ai-is-transforming-marketing-asset-creation/ Viewings - How Will AI Reshape the Future of the Film Industry? https://www.youtube.com/watch?v=fBr4xloJky4
Week 9	Marketing & Production Push - Complete Scenes 2 - Group marketing check-in - Poster/tagline feedback - Mid-production review	Assignments - Polish poster + pitch deck - Advance film cut - Reflective journal. Readings - Professional-level editing techniques including motion tracking, color grading, and VFX. https://motioncue.com/advanced-editing-techniques/ - Contemporary video editing trends

		including AI integration, cloud collaboration, and advanced workflows. • https://www.dl-sounds.com/15-essential-video-editing-trends-for-2025/ • How AI is redefining marketing, today and tomorrow • https://www.nielsen.com/insights/2025/ai-redefining-marketing-today-tomorrow/ • AI Revolutionizing Post-Production Workflows - Vitrina • Overview of AI applications in modern post-production including automation and quality enhancement. • https://vitrina.ai/blog/ais-game-changing-role-in-post-production/ Viewings • Something Strange is Happening to the Film Industry https://www.youtube.com/watch?v=70K_82YA_Lg
Week 10	Editing & Pitch Decks • Full edit session • Export teaser • Pitch deck workshop • Marketing finalisation • Development of pitch materials.	Assignments • Finalise short film edit • Finalise pitch materials • Reflective journal.. Readings • Exploring AI's role in colour grading ("The End of the Lonely Island"), virtual production ("The Mandalorian"), and more, highlighting creative and technical breakthroughs. • https://www.linkedin.com/pulse/reimagining-art-filmmaking-four-pioneering-ai-driven-success • <u>Content Creation: Blending AI with Storytelling - New Target</u>

		• https://www.newtarget.com/web-insights-blog/content-creation/ • How brands use platforms like Synthesia and Pictory to automate video creation, localize content, and boost engagement and conversions • https://www.leylinepro.ai/blog/ai-video-generation-case-studies Viewings • Post Production Explained https://www.youtube.com/watch?v=qKPHNWEV5 • How to Sell Your Movie to an Audience https://www.youtube.com/watch?v=X1tn9gaqSJU • How Distribution in Film Works https://www.youtube.com/watch?v=BPTliDtwQpQ
Week 11	Refinement & Peer Review • Complete scenes • Audio mastering • Peer feedback loop- • Marketing finalisation/strategy	Assignments • Apply feedback • Export final cut • Polish Reflective Journal for submission next week Readings • Current applications of AI in audio post-production and finishing workflows • https://studios.alphacrc.com/ai-in-post-production/ • Comprehensive guide to video finishing including colour correction, audio enhancement, and final delivery • https://human.libretexts.org/Bookshelves/Theater_Film_and_Storytelling/Video_Production_Handbook/16%3A_The_Finishing_Process Viewings

		• Colour Grading 101 – Everything You Need to Know https://www.youtube.com/watch?v=pAh83khT1no
--	--	--

Week 12	Final Presentation & Submission • Project screening • Group pitch presentation • Final submission & reflection Homework: • Upload deliverables • Sonic Moodboard, Visual Metaphor(s) using Midjourney, Marketing strategy • Optional: public sharing • Engage in a Q & A. • Debrief. • <i>No Final EXAM</i>	Assignments • None Readings • None Viewings • None
----------------	--	---

RECOMMENDED READINGS

BOOKS

- Keane, M. (2023) *Cinema and Artificial Intelligence: The Art of Algorithms*. Bloomsbury Academic.
- Krizhevsky, A., Sutskever, I. & Hinton, G. (2022) *Generative Deep Learning: Teaching Machines to Paint, Write, Compose, and Play*. 2nd edn. O'Reilly Media.
- Manovich, L. (2020) *AI Aesthetics*. Strelka Press.
- McCosker, A., Wilken, R., & Kennedy, H. (2019) *Machine Vision: Algorithms and the Makers of the Artificial Seeing*. MIT Press.
- Shaw, D., & Reeves, N. (2023) *Artificial Intelligence and the Arts: Toward Computational Creativity*. Routledge

ARTICLES

- Underground AI? Critical Approaches to Generative Cinema through Amateur Filmmaking
<https://dl.acm.org/doi/pdf/10.1145/3706598.3713342>
- The Impact of Artificial Intelligence on Animation Filmmaking: Tools, Trends, and Future Implications
<https://ieeexplore.ieee.org/document/10692804>
- Artificial Intelligence as a facilitator for Film Production Process
<https://ieeexplore.ieee.org/document/10085082>