

MAVP04: Virtual Studio Production

Status	Approved
Module Name	Virtual Studio Production
Module Code	MAVP04
Credit Value	30
Level	7
Pre-requisites	
Named Module Leader	Chandler, Katie

Module Aim

Develop students' proficiency in operating virtual studio environments, focusing on the integration of live-action elements with digital sets through advanced on-set techniques and real-time compositing.

Summary Module Description

This module immerses students in the dynamic world of virtual studio production, where physical sets merge with digital backdrops. Covering topics such as LED wall technology, camera tracking, and live compositing, the curriculum emphasises hands-on learning with studio hardware and software tools. Students learn to align physical and virtual lighting, manage on-set collaboration, and troubleshoot common production challenges. Simulated studio exercises and group projects foster a closer understanding of the creative roles and responsibilities in a virtual production environment. Advanced sessions explore complex camera movements and in-camera VFX techniques, reinforcing the technical and creative demands of modern studio production. By engaging in practical, real-time problem-solving, learners develop the capability to produce polished, immersive scenes that bridge the gap between live-action and digital media.

In preparation for the major group exercise in Module 5, you will focus on Virtual Production set design - how virtual and physical sets are integrated and managed, working on an exercise, with a specified duration, with MA Filmmakers and Screenwriters. In parallel, you may study real VP workflows by taking on a practical internship or placement at a production studio, VFX company or post-production facility to gain hands-on experience in the field of virtual production and associated skills. This may include real-time set operations, motion capture, or VFX production. The School will act as a broker of placement opportunities, which may extend into study breaks, or organise group projects with industry partners including Target 3D. Any student without the opportunity for a placement or participation in a partner project may opt to research a specific specialist area of their choice.

Module-Specific Employability Skills

The module will offer you an opportunity to develop and refine advanced skills that can be applied in professional settings across the film and creative industries, as well as in academia and beyond. Through critical research, industry engagement, and professional practice, you will develop expertise that positions you as a skilled entrant in your field.

Industry & Business Knowledge You will build an advanced understanding of industry structures, business strategies, and evolving creative economies. You will critically engage with emerging business models, funding structures, and entrepreneurial opportunities to position yourself within contemporary industry developments.

Technical Skills You will advance your expertise in applying and critically assessing emerging and established technologies, ensuring their effective and ethical use. You will master complex digital workflows, industry-standard software, and experimental technologies, allowing you to push creative and technical boundaries in your work.

Expanded Worldview You will critically engage with diverse global creative practices, exploring how cultural, social, and political contexts shape media production and consumption. Your work will reflect an informed, inclusive, and forward-thinking approach to representation and storytelling.

Ethical and Legal Responsibilities You will deepen your understanding of professional ethics, legal frameworks, and intellectual property rights. Through critical analysis, you will navigate the ethical challenges of contemporary media-making, ensuring responsible and sustainable creative practice.

Health and Safety You will take a proactive approach to health and safety, embedding best practices into your professional and academic work. Your awareness will extend beyond compliance, incorporating emerging concerns around mental well-being, sustainability, and safe working environments.

Collaboration and Team Working You will cultivate high-level collaboration and leadership skills, working across disciplines to develop ambitious, industry-relevant projects. You will refine your ability to foster creativity in team environments, navigating complex professional dynamics with confidence and adaptability.

Organisation You will master strategic project and time management, balancing creative, technical, and research-driven workflows. You will develop the ability to plan and execute large-scale projects, integrating critical thinking with professional efficiency.

Entrepreneurial Skills You will refine your ability to identify and capitalize on professional opportunities, applying advanced business strategies to your creative career. You will develop expertise in branding, marketing, funding, and self-promotion, ensuring long-term professional sustainability in the creative industries.

Personal Development You will take ownership of your professional and academic growth, critically reflecting on your strengths, challenges, and aspirations. You will cultivate resilience,

adaptability, and a lifelong learning mindset, equipping you for sustained success in an evolving creative landscape.

In addition to its subject focus, the course will prepare you for other types of creative industry careers. All the above skills are transferable, which means that they can be adapted and deployed in a variety of fields and careers.

Assessment Strategy

Learning Outcomes

LO #	Learning Outcome Name	Assessment Criteria Category
1	2. Collaboration: Analyse interpersonal skills and self-discipline to support working within diverse teams to deliver a successful project	Collaboration
2	4. Professionalism: Demonstrate a professional and personal progression of learning throughout all processes	Organisation
3	8. Industry: Demonstrate a command of your chosen specialism in response to creative, ethical, economic and social contexts of real-world film and television cultures and industries	Industry

Assessment Methods

Assessment Method	Description of Assessment Method	%	Learning Outcomes Assessed	Compulsory or Compensatable
SP	On-set observation of VP role in preparation, rehearsal and shoot of a specified duration filmed sequence	100	LO: 1,2,3	Compulsory

The following codes for assessment methods apply

SP	Studio practice
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Modes of delivery

Learning Activities	
Type	Hours
Structured Learning Activity	75
Guided Independent Study	225
Total	300

Indicative list of resources

Dinur, E., (2024). The filmmaker's guide to visual effects : the art and techniques of VFX for directors, producers, editors and cinematographers. New York, NY, Routledge.

Finance and Zwerman (2010). The visual effects producer : understanding the art and business of VFX. Amsterdam, Boston Elsevier/Focal Press.

Holmes, S. and L. Powers Going (2024). Visual Effects for Indie Filmmakers : A Guide to VFX Integration and Artist Collaboration. New York, NY, Routledge.

Hornung, E. (2010). The art and technique of matchmoving : solutions for the VFX artist. Burlington, Mass. ; New York ; Oxford, Focal/Elsevier.

Mattingly, D. B. (2011). The digital matte painting handbook. Serious skills. Indianapolis, Wiley Pub., Inc.

Okun, V. E. S. J., J. A. Okun, S. Zwerman and S. Visual Effects (2020). The VES handbook of visual effects : industry standard VFX practices and procedures. London, Routledge.

Named Awards

Course
MAVIPRSFP01 MA Virtual Production (CFS)