

UČNI NAČRT PREDMETA / COURSE SYLLABUS

Predmet:	Projektno delo
Course title:	Project Work

Študijski program in stopnja Study programme and level	Študijska smer Study field	Letnik Academic year	Semester Semester
Mediji in novinarstvo / Media and Journalism	Program nima smeri / Program has a single course	drugi / second	drugi / second
Visokošolski strokovni / B.A.			

Vrsta predmeta / Course type obvezni / obligatory

Univerzitetna koda predmeta / University course code:

Predavanja Lectures	Seminar Seminar	Vaje Tutorial	Klinične vaje work	Druge oblike študija / Other forms of Study	Samost. delo Individ. work	ECTS
20		70	30		180	10

Nosilec predmeta / Lecturer: Pred. Darja Zgonc / Lect. Darja Zgonc

Jeziki / Predavanja / Lectures: slovenščina, angleščina / Slovene, English
Languages: Vaje / Tutorial: slovenščina, angleščina / Slovene, English

Pogoji za vključitev v delo oz. za opravljanje študijskih obveznosti:

Pogoj za opravljanje obveznosti je vpis v drugi letnik.

Prerequisites:

Enrolment in the second year of study.

Vsebina:

- Naprave in tehnologije za pripravo, obdelavo, snemanje in arhiviranje gradiv ter vnos na splet;
- Splet – tehnične karakteristike, možnosti in zahteve, programska oprema;
- Produkcijski procesi digitalnega avtoringa;
- Zakonitosti zvoka, akustike, slike;
- Metode in tehnike snemanja in obdelave zvoka;
- Tehnične karakteristike video snemalne opreme;
- Problematika svetlobe in zvoka;
- Tehnike dela na področju digitalnega avtoringa in spleta;
- Nosilci gradiv, ravnanje z njimi;
- Naprave za pripravo in snemanje gradiv;
- Različne vrste izdelkov na različnih nosilcih (CD avdio, CD-rom in DVD-rom, DVD- avdio in DVD-video, SACD);

Content (Syllabus outline):

- Equipment and technology for the production, processing, recording and archiving materials and putting them on the web;
- The Internet - technical characteristics, opportunities and requirements, software;
- Production processes of digital authoring;
- Principles of sound, acoustics, pictures;
- Methods and techniques of recording and sound processing;
- The technical characteristics of video recording equipment;
- The problem of light and sound;
- Techniques in the field of digital authoring and web;
- Handling of media materials;

- Obdelava in konverzija gradiv;
 - Arhiviranje podatkov in nosilcev z gradivi;
 - Zaščita dokumentacije na spletu in na različnih nosilcih;
 - Izdelava različnih kopij izdelkov na spletu in na različnih nosilcih;
 - Priprava celotne projektne in druge dokumentacije ter izdelkov za predajo naročniku;
- PROJEKTNO DELO – VIDEO PRODUKCIJA**
- Osnovni postopki sistematične analize zahtev (problema) in definicije (ciljev) projekta;
 - Zgodovino filma ter TV in osnove filmskega jezika;
 - Produktijski proces na področju video, TV in filmske produkcije;
 - Principi filmske in video režije,
 - Tehnike pisanja sinopsisa in scenarija;
 - Tehnične karakteristike video snemalne opreme;
 - Kompozicija video slike;
 - Svetloba in zvok pri video snemanju;
 - Tehnike snemanja v različnih pogojih;
 - Karakteristike programske in aparturne opreme za video montažo;
 - Principi in tehnike video montaže;
 - Estetika video montaže;
 - Osnovni postopki projektnega načrtovanja;
 - Projektno načrtovanje produkcije izdelka;
 - Postopke testiranja in evalvacije izdelka ;
 - Predstavitev projekta oziroma izdelka;
 - Projektna dokumentacija v avdio medijski produkciji;
 - Nadzorovanje projektnega dela, testiranje in evalvacija izdelka;
 - Izvede testiranje in evalvacijo izdelka, oboje dokumentira;
 - Promocija izdelka;
 - Projektna dokumentacija za primopredajo izdelka;
- PROJEKTNO DELO – OBLIKOVANJE, 2D IN 3D**
- Osnovni postopki sistematične analize zahtev (problema) in definicije (ciljev) projekta;
 - Rešitve na področju grafičnega oblikovanja, 2D in 3D;
 - Osnovni postopki projektnega načrtovanja;
 - Projektno načrtovanje produkcije izdelka;
 - Postopke testiranja in evalvacije izdelka ;
 - Predstavitev projekta oziroma izdelka;
 - Projektna dokumentacija v medijski produkciji;

- Devices for the preparation and recording of materials;
 - Different types of products on different carriers (CD Audio, CD-ROM and DVD-ROM, DVD-Audio and DVD-Video, SACD);
 - Processing and conversion of materials;
 - Data and carriers archiving;
 - Protection of documents online and on various carriers;
 - Making copies of various products online and on various carriers;
 - Preparation of complete project and other documentation, as well as products for handover to the client;
- PROJECT WORK – VIDEO PRODUCTION**
- Basic procedures in systematic analysis of the requirements (a problem) and definitions (objectives) of the project;
 - The history of film and TV, and the basics of film language;
 - Production process in the field of video, TV and film productions;
 - Principles of film and video directing;
 - Techniques of writing a synopsis and script;
 - Technical characteristics of video recording equipment;
 - The composition of a video image;
 - Light and sound in video recording;
 - Shooting techniques under different conditions;
 - Characteristics of software and hardware equipment for video editing;
 - Principles and techniques of video editing;
 - The aesthetics of video editing;
 - Basic project management processes;
 - Project planning of the product production;
 - Procedures for testing and evaluating products;
 - Presentation of a project or a product;
 - Project documentation in audio media production,
 - Monitoring project work, testing and evaluating products;
 - Performing testing and evaluation of products, both documented,
 - Product promotion;
 - Project documentation for product handover.
- PROJECT WORK - GRAPHIC DESIGN 2D AND 3D**
- Basic procedures in systematic analysis of the requirements (problem) and definitions (objectives) of the project;

- Nadzorovanje projektnega dela, testiranje in evalvacija izdelka;
- Izvede testiranje in evalvacijo izdelka, oboje dokumentira;
- Promocija izdelka;
- Projektna dokumentacija za primopredajo izdelka.

- Solutions in the field of graphic design, 2D and 3D;
- Basic project management processes;
- Project planning in the production;
- Testing procedures and product evaluation;
- Presentation of the project or product;
- Project documentation in media production;
- Monitoring project work, testing and evaluation of products;
- Performing the testing and evaluation of a product, and documenting both;
- Product promotion;
- Project documentation for handover of the product.

Temeljni literatura in viri / Readings:

- Kindem, Gorham A. and Musburger, Robert B. 2005. *Introduction to Media Production*, Third Edition: The Path to Digital Media Production Burlington, MA: Focal Press. BLOCK,
- Bruce. 2001. *The visual story: seeing the structure of film, TV, and new media*. ZDA: Focal Press. ISBN 0-240-80467-8.
- Boyd, Andrew. 2005. *Broadcast Journalism: Techniques of Radio and Television News*. Oxford: Focal Press. 5th edition.
- Gormly, Erik. K. 2004. *Writing News for Television: Style and Format*. Iowa State: University Press.
- White, Ted. 2005. *Broadcast News Writing, Reporting and Producing*. Oxford: Elsevier / Focal Press.
- Perovič, Tomaž and Šipek, Špela. 1998. *TV Novice*. Ljubljana: Študentska založba.
- Everton, Neil. 1999. *Making television news*. London: Reuters foundation.
- Perebinossoff, Philippe and Gross, Brian. 2005. *Programming for TV, Radio & the Internet*. Oxford: Focal Press.
- M., Brookson S., Bruce A., Heller R., Hindle T., Langdon K. 2002. *The management book*. WHSmith by Dorling Kindersley Limited, A Penguin Company.
- DeLuca M., Lees J. 2004. *Job Interviews; top answers to tough questions*. Založba: McGraw-Hill International (UK) Limited.
- Beyon, David and Phil, Turner and Susan, Turner. 2004. *Designing Interactive Systems: People, Activities, Contexts, Technologies*. Boston, MA: Addison Wesley.
- Iuppa, Nicholas V. 2001. *Interactive Design for New Media and the Web*. Oxford: Focal Press.
- Whitten, Jeffrey L., Bentley, Lonnie D., Dittman, Kevin C. 2007. *Systems Analysis and Design Methods*. Boston: McGraw-Hill Irwin. 7th edition.

Cilji in kompetence:

- obvladovanje tehnik, metod in postopkov, ki so relevantni za uspešno poklicno delo;
- sposobnost fleksibilne uporabe znanja v praksi;
- etična refleksija in zavezanost profesionalni etiki v družbenem okolju z vestnim spoštovanjem načela resnicoljubnosti, svobode, odgovornosti, odprtosti, strpnosti, pluralizma, ustvarjalnosti, izvirnosti, uravnoveženosti, pravičnosti, poštenosti;

Objectives and competences:

- mastering techniques, methods and procedures that are relevant to successful professional work;
- ability to flexibly apply knowledge in practice;
- ethical reflection and commitment to professional ethics in the social environment with conscientious respect for the principle of truthfulness, freedom; responsibility, openness, tolerance, pluralism, creativity, originality, balance, fairness, honesty;

- sposobnost timskega dela, zmožnost vzpostavljanja in vzdrževanja kooperativnih odnosov za delo v skupini in z uporabniki;
- globlje razumevanje in ustrezno praktično obvladovanje tehnologij medijskega ustvarjanja;
- poznavanje in obvladovanje procesov in tehnik kreativnega ustvarjanja medijskih vsebin;
- sposobnost za reševanje konkretnih problemov s področja medijev in medijske produkcije z uporabo ustreznih metod, tehnik in postopkov;
- sposobnost pridobivanja, selekcije, ocenjevanja in umeščanja novih informacij na področju medijev in zmožnost njihove interpretacije;
- razumevanje metod kritične analize in razvoja ter njihova uporaba pri reševanju konkretnih problemov pri delu v sodobnih medijih;
- razvoj veščin in spretnosti pri uporabi znanja na področju medijev s pomočjo reševanja teoretičnih, empiričnih ali praktičnih problemov;
- organizacijske in vodstvene spretnosti potrebne za načrtovanje, usmerjanje, spodbujanje, nadziranje, ocenjevanje in nagrajevanje samostojnega, vestnega in profesionalnega dela in/ali ustvarjanja posameznikov in skupin znotraj medijskih organizacijah.

- ability to work in a team, ability to establish and maintain cooperative relationships to work in a group and with users;
- deeper understanding and appropriate practical mastery of media creation technologies;
- knowledge and mastery of processes and techniques of creative creation of media content;
- ability to solve concrete problems in the field of media and media production using appropriate methods, techniques and procedures;
- ability to obtain, select, evaluate and place new information in the field of media and the ability to interpret it;
- understanding the methods of critical analysis and development and their use in solving concrete problems at work in modern media;
- development of skills in the application of knowledge in the field of media through the solution of theoretical, empirical or practical problems;
- organizational and leadership skills needed to plan, guide, promote, supervise, evaluate and reward independent, conscientious and professional work and / or the creation of individuals and groups within media organizations.

Predvideni študijski rezultati:

Študent/študentka:

- Pozna naprave in tehnologije za pripravo, obdelavo, snemanje in arhiviranje gradiv;
- Pozna zakonitosti in specifičnosti spleta ter programska orodja za spletni avtoring;
- Pozna in razume produkcijske procese digitalnega avtoringa;
- Pozna in razume zakonitosti zvoka, akustike, slike;
- Pozna metode in tehnike snemanja in obdelave zvoka;
- Pozna tehnične karakteristike video snemalne opreme;
- Pozna in razume problematiko svetlobe in zvoka;
- Obvladuje tehnike dela na področju spletnega avtoringa;
- Pozna nosilce gradiv, formatiranje, ravnanje z njimi;
- Pozna naprav za pripravo in snemanje gradiv;

Intended learning outcomes:

Students:

- Know the devices and technologies for the production, processing, recording and archiving of materials ;
- Know the rules and specifics of the Internet and software tools for web authoring;
- Know and understand the production processes of digital authoring ;
- Know and understand the legality of sound, acoustics, pictures;
- Know the methods and techniques of recording and sound processing;
- Are familiar with the technical characteristics of video recording equipment;
- Know and understand the problems of light and sound;
- Master the work techniques in the field of web authoring;

- Zna izdelati različne vrste izdelkov na različnih nosilcih ;
- Obvlada obdelavo in konverzijo gradiv,
- Pozna in obvlada arhiviranje podatkov na spletu in na nosilcih z gradivi;
- Zna zaščititi dokumentacijo na spletu in na različnih nosilcih;
- Obvlada izdelavo različnih kopij izdelkov na spletu in na različnih nosilcih;
- Zna nadzorovati delo, obvlada testiranje in evalvacijo izdelka;
- Pripravi celotno projektno in drugo dokumentacijo ter izdelek za predajo naročniku.

- Know carriers for materials, formatting, handling techniques;
- Know the devices for the preparation and recording of materials;
- Can produce various kinds of products on different carriers;
- Master the processing and conversion of materials;
- Are familiar with and master data archiving on the web;
- Know how to protect documents on the Internet and on various carriers;
- Master the production of various copies of products online and on various carriers;
- Can control the work, master the testing and evaluation of products;
- Prepare the whole project and other documentation for handing it over to the client.

Metode poučevanja in učenja:

- predavanja z aktivno udeležbo študentov (razlaga, diskusija, vprašanja, primeri, reševanje problemov, domače naloge);
- seminarske vaje (refleksija izkušenj, projektno delo, timsko delo, metode kritičnega mišljenja, diskusija, sporočanje povratne informacije, socialne igre);
- eksperimentalne vaje, ki temeljijo na izkušnjskem, sodelovalnem in problemskem učenju (samostojno učenje, diskusija, razlaga, opazovanje, timsko delo, študija primera, metode kritičnega branja in pisanja, igra vlog, sodelovalno učenje, portfolijo, evalvacija, samoocenjevanje);
- individualne in skupinske konsultacije (diskusija, dodatna razlaga, obravnava specifičnih vprašanj, individualno učenje);
- oblikovanje portfolija in samostojen študij (motiviranje, usmerjanje, samoopazovanje, samouravnavanje, refleksija);
- uporaba spletne učilnice oziroma drugih sodobnih IKT orodij.

Learning and teaching methods:

- Lectures with active participation of students (explanation, discussion, questions, examples, problem solving);
- Tutorial (reflection of experience, project work, team work, critical thinking methods, discussion, feedback);
- Experimental exercises based on experiential, cooperative and problem-oriented learning (independent studying, discussion, explanation, observation, role plays, case studies, critical reading and writing methods, portfolio, evaluation and self-evaluation);
- Individual and group consultations (discussion, further explanation, considering specific issues);
- Creation of portfolio and independent study (motivation, guidance, self-observation, self-regulation, reflection, self-assessment);
- Use of online classroom or other contemporary ICT tools.

Načini ocenjevanja:

Način (pisni izpit, ustno izpraševanje, naloge, projekt):

Assessment:

Type (examination, oral, coursework, project):

Delež (v %) / Weight (in %)

<ul style="list-style-type: none"> • Ustni izpit <p>Sprotno delo.</p> <ul style="list-style-type: none"> • Vmesna projektna poročila • Projektna dokumentacija • Projektni izdelek <p>Ocenjevalna lestvica – skladno s Pravilnikom o preverjanju in ocenjevanju znanja.</p>	<p>40%</p> <p>10%</p> <p>20%</p> <p>30%</p>	<p>Oral exam</p> <p>Ongoing work:</p> <ul style="list-style-type: none"> • The interim project report • Project documentation • Project product <p>Grading is in accordance with the Faculty's evaluation Ordinance.</p>
<p>Reference nosilca / Lecturer's references:</p>		
<p>ZGONC, Darja. Navadne reči nenavadnih ljudi, <i>magazin Dela in Slovenskih novic</i>, ISSN 1580-8041, leto 3, št. 11 (18. mar. 2004), str. 6.</p> <p>ZGONC, Darja. Voditelj dnevno-informativnih oddaj, <i>Medijska vzgoja in produkcija</i>, ISSN 1855-3354, letn. 4, št. 1 (feb. 2011), str. 22-26.</p> <p>ZGONC, Darja. Zdravnik mora videti in slišati tudi neizgovorjeno, <i>Revija za zdravo življenje</i>, ISSN 1318-2749, letn. 10, št. 108, 2002, str. 15-17.</p>		