

UČNI NAČRT PREDMETA / COURSE SYLLABUS

Predmet:	Medijsko-računalniški praktikum
Course title:	Media and Computer Practicum

Izobraževalni program in stopnja Educational programme and level	Študijska smer Study field	Semester Semester
Neformalno izobraževanje: FUDŽ AKADEMIJA: Mediji in novinarstvo v praksi / Non-formal education: SASS ACADEMY: Media and Journalism in Practice	Media and Journalism	Prvi / First
<i>Nivo: visokošolski strokovni študijski program (VS) / Level: higher professional study programme (BA)</i>		

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
30		50			160	8

Nosilec predmeta / Lecturer: pred. Boris Tomašič / Lect. Boris Tomašič

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

Pogoji za vključitev v delo oz. za opravljanje študijskih obveznosti: Ni posebnih pogojev.

Prerequisites: No special prerequisites.

Vsebina:

- Postopki načrtovanja, priprave in izvedbe javnega nastopa;
- Tehnike iskanja podatkov in dela s strokovnimi ter znanstvenimi viri;
- Postopki načrtovanja, konfiguracije in opremljanja računalniškega sistema ter vzpostavljanja in namenske uporabe preprostega omrežja;
- Postopki priprave televizijskega prispevka;
- Postopki finalizacije medijskega produkta;
- Postopki arhiviranja medijskih vsebin in dokumentacije;
- Uporaba ENG kamere.
- Aktualni programi za medijsko produkcijo in njihova uporaba;
- Izdelava TV prispevka;
- Snemanje slike in zvoka;
- Pisanje novic za TV, Radio, splet - razlike;
- Konfiguracija računalniškega sistema;
- Pretvarjanje datotek;
- Ovrednotenje medijskega produkta;
- Uporaba svetlobnih teles, mikrofонов.

Content (Syllabus outline):

- Procedures for planning, preparing and performing a public appearance;
- Data search techniques and working with professional and scientific sources;
- Procedures for planning, configuring and equipping a computer system, as well as the establishment and purposeful use of a simple network;
- Procedures for preparing a television report;
- Media product finalization procedures;
- Procedures for archiving media content and documentation;
- Use of ENG camera.
- Current programs for media production and their use;
- Making a TV article;
- Image and sound recording;
- Writing news for TV, Radio, web - differences;
- Computer system configuration;
- File conversion;
- Evaluation of the media product;
- Use of light bodies, microphones.

Temeljni literatura in viri / Readings:

Willett, Amanda. 2021. *Media Production: A Practical Guide to Radio, TV and Film*. 2nd Edition. Routledge.

Sujon, Zoetanya. 2021. *The Social Media Age*. 1st Edition. SAGE publications.

Cilji in kompetence:

- obvladovanje tehnik, metod in postopkov, ki so relevantni za uspešno poklicno delo;
- sposobnost fleksibilne uporabe znanja v praksi;
- poznavanje koncepta kakovosti in vztrajno prizadevanje za kakovost strokovnega dela skozi avtonomnost, (samo)kritičnost, (samo)refleksivnost in (samo)evalviranje v strokovnem delu;

Objectives and competences:

- mastering techniques, methods and procedures that are relevant to successful professional work;
- ability to flexibly apply knowledge in practice;
- knowledge of the concept of quality and persistent efforts for the quality of professional work through autonomy, (self)criticality, (self)reflexivity and (self)evaluation in professional work;

- 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;
- razvoj veščin in spretnosti pri uporabi znanja na področju medijev s pomočjo reševanja teoretičnih, empiričnih ali praktičnih problemov;
- sposobnost uporabe informacijsko-komunikacijske tehnologije in sistemov na področju medijev in medijske produkcije;
- vzgoja in razvoj potrebe po samostojnem ustvarjanju na podlagi pridobljenih ustreznih strokovnih znanj in praktičnih veščin brez katerih je delovanje posameznikov in skupin v sodobnih medijskih organizacijah preprosto nemogoče.

- 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;
- development of skills in the application of knowledge in the field of media through the solution of theoretical, empirical or practical problems;
- ability to use information and communication technology and systems in the field of media and media production;
- education and development of the need for independent creation on the basis of acquired relevant professional knowledge and practical skills without which the operation of individuals and groups in modern media organizations is simply impossible.

Predvideni študijski rezultati:

Študent/študentka:

- pozna postopke načrtovanja, priprave in izvedbe javnega nastopa;
- pozna tehnike iskanja podatkov in dela s strokovnimi ter znanstvenimi viri;
- pozna postopke načrtovanja, konfiguracije in opremljanja računalniškega sistema ter vzpostavljanja in namenske uporabe preprostega omrežja;
- pozna postopke priprave kamere in pravilnega snemanja novinarskega prispevka;
- pozna pomen in postopke finalizacije medijskega produkta;
- pozna pomen in postopke arhiviranja medijskih vsebin in dokumentacije;
- zna samostojno pripraviti in uporabiti vso tehnično opremo za snemanje na terenu;

Intended learning outcomes:

Students:

- Get acquainted with the procedures of planning, preparation and execution of a public performance;
- Get acquainted with the techniques of data search through professional and scientific resources;
- Get acquainted with the processes of planning, configuration and equipping the computer system and establishing and intended use of a simple network;
- Know the procedures of camera preparation and correct recording of a journalistic contribution;
- Know the importance and procedures of media product finalization;

- zna uporabljati reflektorje in pravilno osvetliti objekt;
- pozna in zna uporabljati programe za editing;
- zna vpostaviti povezavo za neposredni prenos iz terena;
- poišče in pregledno obdela podatke oziroma vire za določen namen;
- načrtuje, pripravi in izvede javni nastop na izbrano temo;
- pretvarja izbrano (tekstovno, slikovno, audio in video) datoteko oziroma izdelek med poglavitnimi formati ter izvede stiskanje podatkov;
- finalizira in ovrednoti izbrani medijski produkt;
- izdelava preprost načrt arhivskega sistema za določen namen.

- Know the importance and procedures of archiving media content and documentation;
- Know how to independently prepare and use all technical equipment for filming in the field;
- Know how to use reflectors and properly illuminate the object;
- Know how to use editing programs;
- Know how to set up a connection for direct transmission from the field;
- Find and transparently process data or resources for a specific purpose;
- Plan, prepare and perform a public performance on a chosen topic;
- Convert the selected (text, image, audio and video) file or product between the main formats and perform data compression;
- Finalize and evaluate the selected media product;
- Create a simple archive system plan for a specific purpose.

Metode poučevanja in učenja:

- predavanja z aktivno udeležbo študentov (razlaga, diskusija, vprašanja, primeri, reševanje problemov);
- seminarske vaje (refleksija izkušenj, projektno delo, timsko delo, metode kritičnega mišljenja, diskusija, sporočanje povratne informacije, socialne igre, priprava in predstavitev multimedijskega izdelka);
- eksperimentalne vaje, ki temeljijo na izkušenjskem, 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);

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);

<ul style="list-style-type: none"> • oblikovanje portfolija in samostojen študij (motiviranje, usmerjanje, samoopazovanje, samouravnavanje, refleksija); • uporaba spletne učilnice oziroma drugih sodobnih IKT orodij. 	<ul style="list-style-type: none"> • Use of online classroom or other contemporary ICT tools.
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Načini ocenjevanja:

Assessment:

Način (pisni izpit, ustno izpraševanje, naloge, projekt):	Delež (v %) / Weight (in %)	Type (examination, oral, coursework, project):
Sprotno delo: <ul style="list-style-type: none"> • ustni izpit • seminarsko delo • samostojna izdelava TV prispevka 	30% 20% 50%	Regular work: <ul style="list-style-type: none"> • Oral exam • A seminar paper • Independent production of a TV article
Ocenjevalna lestvica – skladno s Pravilnikom o preverjanju in ocenjevanju znanja.		Grading is in accordance with the Faculty's evaluation Ordinance.

Reference nosilca / Lecturer's references:

Predavatelj ima večletne bogate izkušnje iz prakse. Deloval je v številnih medijih, ukvarjal se je tudi s trženjskim vidikom. Deloval je na primer na Radiu Gorenc, kjer je bil nekaj časa tudi direktor. Načrtoval in neposredno je sodeloval pri postavitvi televizije Nova24TV. Udeležen je bil v vseh procesih nastajanja televizije od tehnične postavitve, organizacije dela do postavljanja programa. Je programski direktor Nove24 in televizijski voditelj. / The lecturer has many years of extensive practical experience. He worked in many media, he also dealt with the marketing aspect. For example, he worked at Radio Gorenc, where he was also the director for a while. He planned and directly participated in the installation of Nova24TV. He was involved in all the processes of television production, from the technical setup, work organization to the setting of the program. He is the program director of Nova24 and a TV host.