

UČNI NAČRT PREDMETA / COURSE SYLLABUS

Predmet:	Digitalni authoring
Course title:	Digital Authoring

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	prvi / first
Visokošolski strokovni / B.A.			

Vrsta predmeta / Course type obvezni / mandatory

Univerzitetna koda predmeta / University course code: DA / DA

Predavanja / Lectures	Seminar / Seminar	Vaje / Tutorial	Klinične vaje / Practical exercises	Druge oblike študija / Other forms of study	Samost. delo / Individ. work	ECTS
20		90			130	8

Nosilec predmeta / Lecturer: doc. dr. Mitja Reichenberg / Assist. Prof. Mitja Reichenberg,
PhD

Jeziki / Languages:

Predavanja / Lectures:	slovenščina, angleščina / Slovene, English
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.
- Produktivni procesi digitalnega authoringa video, grafičnih in avdio vsebin.
- Zakonitosti zvoka, akustike, slike.
- Tehnične karakteristike video snemalne opreme.
- Tehnike dela na področju digitalnega authoringa in spleta.

Content (Syllabus outline):

- Equipment and technology for the production, processing, recording and archiving materials and posting on the Web
- The Internet - technical characteristics, opportunities and requirements, software
- Production processes of digital authoring of video, graphic and audio content
- Principles of sound, acoustics, pictures
- The technical characteristics of video

- Nosilci gradiv, ravnanje z njimi.
- Naprave za pripravo in obdelovanje gradiv.
- Različne vrste izdelkov na različnih nosilcih in v različnih digitalnih zapisih.
- Nadzorovanje projektnega dela, testiranje in evalvacija izdelka.
- Obdelava in konverzija gradiv.
- Arhiviranje podatkov in nosilcev z gradivi.
- Zaščita dokumentacije na različnih nosilcih.
- Izdelava različnih kopij izdelkov na različnih nosilcih.
- Izdelava strukture menijev in ostalih gradnih elementov digitalnega authoringa.
- Izpeljava praktične naloge digitalnega authoringa na predpisanem izdelku.
- Priprava celotne projektne in druge dokumentacije ter izdelkov za predajo naročniku.

- recording equipment
- Techniques in the field of digital authoring and the Web
- Data carriers handling
- Devices for the preparation and processing of materials
- Different types of products on different media and in different digital records
- Monitoring project work, testing and evaluation of products
- Processing and conversion of materials
- Data and carriers archiving
- Protection of documents on various carriers
- Making copies of different products on different carriers
- Creating the menu structure and other digital authoring building components
- Carrying out a practical digital authoring exercise on a prescribed product
- Preparation of complete project and other documentation, as well as products for delivery to the client

Temeljni literatura in viri / Readings:

Gershon, Richard A. 2024. *Digital Media and Innovation. Management and Design Strategies in Communication*. Taylor & Francis.

Ryu, Sunghan. 2024. *Media and Entertainment Industry Management. How to Integrate Business and Management with Creativity and Imagination*. Taylor & Francis.

Koenitz, Hermut. 2023. *Understanding Interactive Digital Narrative. Immersive Expressions for a Coplex Time*. Taylor & Francis.

Martins, Nuno. 2023. *Perspectives in Design and Digital Communication IV. Research, Innovations and Best Practice*. Springer Nature Switzerland.

Ifenthaler, Dirk. 2022. *Artificial Intelligence Education in the Context of Work*. Springer International Publishing.

Dodatna priporočena literatura/ Additional recommended readings:

Beyon, David and Phil, Turner and Susan, Turner. 2004. *Designing Interactive Systems: People, Activities, Contexts, Technologies*. Boston, MA: Addison Wesley.

Coleman, Stephen. 2010. *The media and the public: "them" and "us" in media discourse*. Chichester. Oxford, Malden (MA): Wiley-Blackwell.

Couldry, Nick. 2010. *Media consumption and public engagement: beyond the presumption of attention*. Basingstoke, New York: Palgrave Macmillan.

Durant, Alan. 2010. *Meaning in the media: discourse, controversy and debate*. Cambridge: Cambridge University Press.

Košir, Manca. 1996. *Vzgoja za medije*. Ljubljana: DZS.

Cilji in kompetence:

- 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;
- razvoj sposobnosti in spretnosti za komuniciranje v domačem in mednarodnem okolju;
- sposobnost timskega dela, zmožnost vzpostavljanja in vzdrževanja kooperativnih odnosov za delo v skupini in z uporabniki;
- zmožnost za prepoznavanje in izkoriščanje priložnosti, ki se ponujajo v delovnem in družbenem okolju (ki se izkazujejo kot podjetniški duh in aktivno državljanstvo);
- globlje razumevanje in ustrezno praktično obvladovanje tehnologij medijskega ustvarjanja;
- poznavanje in obvladovanje procesov in tehnik kreativnega ustvarjanja medijskih vsebin;
- sposobnost uporabe informacijsko-komunikacijske tehnologije in sistemov na področju medijev in medijske produkcije.

Objectives and competences:

- 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
- Development of communication skills in the domestic and international environment
- Ability to work in a team, ability to establish and maintain cooperative relationships to work in a group and with users
- Ability to identify and take advantage of opportunities offered in the work and social environment (which are manifested as an entrepreneurial spirit and active citizenship)
- Deeper understanding and appropriate practical mastery of media creation technologies
- Knowledge and mastery of processes and techniques of creative creation of media
- Ability to use information and communication technology and systems in the field of media and media production

Predvideni študijski rezultati:

Študent/študentka:

- pozna naprave in tehnologije za pripravo, obdelavo, snemanje in arhiviranje gradiv;
- pozna in razume produkcijske procese

Intended learning outcomes:

Students:

- Know devices and technologies for the production, processing, recording and archiving materials

digitalnega authoringa;

- pozna in razume zakonitosti zvoka, akustike, slike;
- obvladuje tehnike dela na področju digitalnega authoringa;
- pozna nosilce gradiv, formatiranje, ravnanje z njimi;
- pozna naprave za pripravo, kopiranje in snemanje gradiv;
- zna izdelati različne vrste izdelkov na različnih nosilcih;
- obvlada obdelavo in konverzijo gradiv;
- pozna in obvlada arhiviranje podatkov in nosilcev z gradivi;
- zna zaščititi dokumentacijo na različnih nosilcih;
- obvlada izdelavo različnih kopij izdelkov na različnih nosilcih;
- zna nadzorovati delo, obvlada testiranje in evalvacijo izdelka;
- obvlada izdelavo menija in ostalih gradnikov po sistemu digitalnega authoringa;
- pripravi celotno projektno in drugo dokumentacijo ter izdelek za predajo naročniku.

- Know and understand the production processes of digital authoring
- Know and understand the regularities of sound, acoustics, pictures
- Master the artwork in the field of digital authoring
- Know media carriers, formatting, handling
- Know devices for preparing, copying and recording materials
- Can produce various kinds of products on different carriers
- Master the processing and conversion of materials
- Are familiar with and master data archiving and carriers of material
- Know how to protect documents on various carriers
- Master the manufacture of various products of copies on various carriers
- Can monitor the work, test and evaluate of products
- Master the production of menus and other widgets on digital authoring system
- Prepare the whole project and other documentation, and deliver the product to subscriber

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 konzultacije (diskusija, dodatna razlaga, obravnava

Learning and teaching methods:

- Lectures with active participation of student (explanation, discussion, questions, examples, problem solving, homework)
- Seminar exercises (reflection of experience, project work, teamwork, critical thinking, discussion, feedback, social games)
- Experiments based on experiential, collaborative and problem-based learning (self-directed learning, discussion, explanation, observation, teamwork, case study methods of critical reading and writing, role playing, cooperative learning, portfolio, evaluation, self-assessment)
- Individual and group consultations

specifičnih vprašanj, individualno učenje); <ul style="list-style-type: none"> • oblikovanje portfolija in samostojen študij (motiviranje, usmerjanje, samoopazovanje, samouravnavanje, refleksija); • uporaba spletne učilnice oziroma drugih sodobnih IKT orodij. 	(discussion, further explanation, addressing specific issues, individual study) <ul style="list-style-type: none"> • Creation of portfolio and individual study (motivation, guidance, self-observation, self-regulation, reflection) • Use of online classroom or other contemporary ICT tools
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Načini ocenjevanja:

Assessment:

Načini:	Delež (v %) / Weight (in %)	Types:
<ul style="list-style-type: none"> • Pisni izpit • Seminarsko delo na dano temo 	40% 20%	<ul style="list-style-type: none"> • Written exam • Seminar work (paper) on a given topic
<ul style="list-style-type: none"> • Opravljene pisne vaje • Izdelava praktičnega izdelka 	20% 20%	<ul style="list-style-type: none"> • Completed written exercises • Preparing a practical product
Ocenjevalna lestvica – skladno s Pravilnikom o preverjanju in ocenjevanju znanja.		Grading scale – in accordance with the Faculty's Rules on Assessment and Evaluation of Knowledge.

Reference nosilca / Lecturer's references:

REICHENBERG, Mitja. *Zvočna holografija in Dolby sistem*. Medijska vzgoja in produkcija. 2022, št. 1, str. 1-6. ISSN 2463.8420.

REICHENBERG, Mitja. *Algoritmi in glasbena umetnost*. Medijska vzgoja in produkcija. 2020, št. 1, str. 1-5. ISSN 2463-8420.

REICHENBERG, Mitja. *Od popularnega do populističnega*. KC Maribor. 2020.

REICHENBERG, Mitja. *O čustvih, sodobni glasbi in razumevanju*. Virkla. 2020, št. 8, str. 12-15. ISSN 2335-3716.

REICHENBERG, Mitja. *Transhumanizem in medijska produkcija*. Medijska vzgoja in produkcija. 2019, št. 1, str. 1-4. ISSN 2463-8420.

REICHENBERG, Mitja. *Gledati, misliti in razumeti film skozi filmsko glasbo*. Andragoška spoznanja. 2016, let. 22, št. 3, str. 33-45. ISSN 1318-5160.

REICHENBERG, Mitja. *Montaža zvoka v filmu*. Medijska vzgoja in produkcija. 2016, št. 1, str. 1-11. ISSN 2463-8420.