

UČNI NAČRT PREDMETA / COURSE SYLLABUS

Predmet: Medijska praksa
Course title: Media Practicum

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 / mandatory

Univerzitetna koda predmeta / University course code:

MP / MP

Predavanja / Lectures	Seminar / Seminar	Vaje / Tutorial	Klinične vaje / Practical exercises	Druge oblike študija / Other forms of study	Samost. delo / Individ. work	ECTS
	10			320	90	14

Nosilec predmeta / Lecturer:

pred. Miha Zakrajšek / Lect. Miha Zakrajšek

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:

- Spoznavanje podjetja oz. ustanove.
- Praktično delo na področju medijev v določenem podjetju ali ustanovi.
- Priprava poročil.

Content (Syllabus outline):

- Learning about a company or institution
- Practical work in the field of media in a particular company or institution
- Preparation of reports

Temeljni literatura in viri / Readings:

Fischer, Marti. 2024. *Make Your Internship Count: Find, Launch, and Embrace Your Career.* Hampton, New Jersey: Business Expert Press.

Navodila za opravljanje praktičnega izobraževanja. / Instructions for Completing Practical Training.

Navodila za pisanje poročila. / Instructions for Writing the Report.

Cilji in kompetence:

- sposobnost reševanja konkretnih problemov v poklicnem okolju;
- poznavanje koncepta kakovosti in vztrajno prizadevanje za kakovost strokovnega dela skozi avtonomnost, (samo)kritičnost, (samo)refleksivnost in (samo)evalviranje v strokovnem delu;
- 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 povezovanja koherentno obvladanega temeljnega znanja, pridobljenega pri obveznih predmetih, ter njegova uporaba v praksi;
- sposobnost pridobivanja, selekcije, ocenjevanja in umeščanja novih informacij na področju medijev in zmožnost njihove interpretacije;
- 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.

Objectives and competences:

- Ability to solve concrete problems in the professional environment
- 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
- 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
- The ability to integrate coherently mastered basic knowledge acquired in compulsory subjects and its application in practice
- Ability to obtain, select, evaluate and place new information in the field of media and the ability to interpret it
- 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

Predvideni študijski rezultati:

Študent/študentka:

- opravi praktično delo in v praksi preveri teoretično znanje;
- pripravi poročilo o praktičnem izobraževanju.

Intended learning outcomes:

Students:

- Perform practical work and verify the theoretical knowledge in practice
- Prepare a report on the practical training

Metode poučevanja in učenja:

- praktično delo v podjetju oz. ustanovi v skladu s programom in opravljenim delom;

Learning and teaching methods:

- Practical work in a company or an institution in accordance with the program and the performed work

<ul style="list-style-type: none"> • seminarske vaje (refleksija izkušenj, projektno delo, timsko delo, metode kritičnega mišljenja, diskusija, sporočanje povratne informacije, socialne igre); • individualne in skupinske konzultacije (diskusija, dodatna razlaga, obravnava specifičnih vprašanj, individualno učenje); • individualno delo; • uporaba spletne učilnice oziroma drugih sodobnih IKT orodij. 	<ul style="list-style-type: none"> • Seminar exercises (reflection of experience, project work, teamwork, critical thinking methods, discussion, feedback, social games) • Individual and group consultations (discussion, further explanation, addressing specific issues) • Individual work • Use of online classroom or other contemporary ICT tools
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Načini ocenjevanja:

Assessment:

<p>Načini:</p> <ul style="list-style-type: none"> • Pisno poročilo <p>Ocenjevalna lestvica – skladno s Pravilnikom o preverjanju in ocenjevanju znanja.</p>	<p>Delež (v %) / Weight (in %)</p> <p>100%</p>	<p>Types:</p> <ul style="list-style-type: none"> • Written report <p>Grading scale – in accordance with the Faculty's Rules on Assessment and Evaluation of Knowledge.</p>
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Reference nosilca / Lecturer's references:

<p>Miha Zakrajšek</p> <p>Delovne izkušnje/Work experience:</p> <p>01.10.2004 – danes / 01.10.2004 – present: IAM-Inštitut in akademija za multimedije, direktor, predavatelj / IAM - Institute and Academy of Multimedia, Director, Lecturer</p> <p>01.10.1998 - 30.09.2004: ŠKL - Šolska košarkarska liga, odgovorni urednik TV oddaje, snemalec, montažer, novinar / ŠKL - School Basketball League, Editor-in-Chief of TV Show, Cameraman, Editor, Journalist</p> <p>Strokovna dela/Professional works:</p> <p>2004-danes / 2004-present: sodelovanje s podjetji na področju Praktičnega sodelovanja (šolanje kadrov, iskanje kadrov...) / Collaboration with companies in practical cooperation (staff training, recruitment, etc.)</p> <p>2014 – 2024: sodelovanje z UPRS, snemanje in montaža dogodkov / Collaboration with UPRS, event filming and editing</p> <p>2020: video projekt učnih vsebin, Združenje košarkarskih trenerjev Slovenije / Video project for educational content, Association of Basketball Coaches of Slovenia</p> <p>2019: sodelovanje na Sporto konferenci (snemanje video gradiv) / Participation in the Sporto Conference (video content production)</p>

2019: sodelovanje pri projektu 70 let KZS (Košarkarska zveza Slovenije) / Contribution to the 70th Anniversary of KZS (Basketball Federation of Slovenia) project

2018: Izdelava video gradiv za Skupnost višjih šol / Production of video materials for the Community of Higher Education Institutions

2015-2017: pomoč pri programu na TV3, delo pri PINK TV (programski urednik, izobraževanje kadra) / Assistance with programming at TV3; work at PINK TV (program editor, staff training)

2004-2008: odgovorni urednik TV oddaje Multimediji / Editor-in-chief of the TV show *Multimedia*

2004-2008: organizacija in izvedba 34 različnih seminarjev s področja Multimedijev, Medijske produkcije / Organization and execution of 34 seminars in Multimedia and Media Production

Drugo/Other:

Mentor ali somentor prek 300 diplom na višješolskem programu Medijska produkcija. / Mentor or co-mentor for over 300 diploma theses in the Higher Vocational Program in Media Production. Strokovni članki s področja Medijske produkcije kot avtor ali soavtor / Author or co-author of professional articles in Media Production.

Formalna izobrazba/Formal education:

1995 - Gimnazija Šiška / Šiška Secondary School

2006 - IAM - Višja šola, program Multimediji / IAM - College of Higher Education, Multimedia Program

2008 - Middlesex University - Visoka šola (BA), program Media Production Management / Middlesex University – Bachelor's Degree (BA), Media Production Management Program

2021 - Fakulteta za medije - Magisterij (MA), program Mediji in novinarstvo / Faculty of Media - Master's Degree (MA), Media and Journalism Program