

**UČNI NAČRT PREDMETA / COURSE SYLLABUS**

<b>Predmet:</b>	Praktična uporaba medijskih tehnologij
<b>Course title:</b>	Practical Use of Media Technologies

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, tretji / second, third	drugi / second
Visokošolski strokovni / B.A.			

**Vrsta predmeta / Course type** izbirni / elective

**Univerzitetna koda predmeta / University course code:** PUMT / PUMT

Predavanja / Lectures	Seminar / Seminar	Vaje / Tutorial	Klinične vaje / Practical exercises	Druge oblike študija / Other forms of study	Samost. delo / Individ. work	ECTS
20		40			120	6

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

<b>Jeziki / Languages:</b>	<b>Predavanja / Lectures:</b>	slovenščina, angleščina / Slovene, English
	<b>Vaje / Tutorial:</b>	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.

**Content (Syllabus outline):**

- Procedures for planning, preparing, and delivering a public presentation
- Techniques for data retrieval and working with professional and scientific sources
- Processes for planning, configuring, and equipping a computer system, as well as establishing and purposefully using a basic network
- Procedures for preparing a television segment
- Steps for finalizing a media product
- Processes for archiving media content and documentation

- 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.

- Operation of ENG cameras
- Current software for media production and their applications
- Production of a TV segment
- Recording video and audio
- Writing news for TV, radio, and web – understanding the differences
- Computer system configuration
- File conversion processes
- Evaluation of media products
- Use of lighting equipment and microphones

### Temeljni literatura in viri / Readings:

Willet, Amanda. 2021. *Media Production: A Practical Guide to Radio, TV and Film*. Routledge.

Sujon, Zoetanya. 2021. *The Social Media Age*. 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;
- 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;

### 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
- 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

- 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.

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

#### **Intended learning outcomes:**

Students:

- Know the procedures for planning, preparing, and delivering a public presentation
- Understand techniques for data retrieval and working with professional and scientific sources
- Know the processes for planning, configuring, and equipping a computer system, as well as establishing and purposefully using a basic network
- Understand the importance and procedures for finalizing a media product
- Know the importance and processes for archiving media content and documentation
- Can independently prepare and operate all technical equipment for field recording
- Know how to use lighting equipment and properly illuminate a subject
- Are familiar with and can use editing software
- Can establish a live connection for direct field broadcasting
- Can find and organize data or sources for a specific purpose in a clear manner
- Can plan, prepare, and deliver a public presentation on a chosen topic
- Convert selected files or products (text, image, audio, and video) between main formats and perform data compression
- Finalize and evaluate the selected media product
- Create a basic 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);
- 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 specifičnih vprašanj);
- 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)
- Seminar exercises (reflexion on experiences, project work, team work, methods of critical thinking, discussion, feedback, social games)
- 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, addressing 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:****Assessment:**

Načini:	Delež (v %) / Weight (in %)	Types:
<ul style="list-style-type: none"> <li>• Ustni izpit</li> </ul>	30%	<ul style="list-style-type: none"> <li>• Oral exam</li> </ul>
Sprotno delo: <ul style="list-style-type: none"> <li>• Seminarsko delo</li> <li>• Samostojna izdelava TV prispevka</li> </ul>	20%	Ongoing assessment: <ul style="list-style-type: none"> <li>• A seminar paper</li> <li>• Independent production of a TV article</li> </ul>
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:**

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 delo do postavljanja programa. Je programski direktor Nove24 in televizijski voditelj. / The lecturer has many years of extensive practical experience. He has worked in numerous 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.