

## UČNI NAČRT PREDMETA / COURSE SYLLABUS

**Predmet:** Avdio-video produkcija  
**Course title:** Audio Video Production

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 / 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		90	30		100	8

**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:**

- Rešitve na področju avdio produkcije;
- Zgodovina avdio tehnologij;
- Avdio produkcija;
- Zakonitosti zvoka in akustike,
- Metode in tehnike snemanja zvoka;
- Metode in tehnike obdelave zvoka,
- Snemanje in obdelava zvočnega zapisa;
- Zvokovna obdelava video prispevka;
- Zgodovino filma ter TV in osnove filmskega jezika;
- Produkcijski 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;

**Content (Syllabus outline):**

- Solutions in the field of audio production;
- Audio technologies history;
- Audio production;
- Principles of sound and acoustics;
- Methods and techniques of sound recording;
- Methods and techniques of sound processing;
- Recording and processing of an audio record;
- Audio processing of a video record;
- History of film and TV, and the basics of film language;
- Production process of video, TV and film productions;
- Principles of film and video directing;
- Techniques of writing a synopsis and a script;
- Technical characteristics of video recording equipment;

- Tehnike snemanja v različnih pogojih;
- Karakteristike programske in aparaturne opreme za video montažo;
- Principi in tehnike video montaže;
- Estetika video montaže;
- Projektna dokumentacija v avdio medijski produkciji.

- Video image composition;
- Light and sound in video recording;
- Shooting techniques in different conditions;
- Characteristics of software and hardware equipment for video editing;
- Principles and techniques of video editing;
- The aesthetics of video editing;
- Project documentation in audio media production.

### **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.
- Richard, Davis. 2003. *Complete guide to film scoring: The art and business of writing music for movies and TV*. Berklee College of Music.
- 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.
- Boyd, Andrew. 2005. *Broadcast Journalism: Techniques of Radio and Television News*. Oxford: Focal Press. 5th edition.
- 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

### **Cilji in kompetence:**

- sposobnost reševanja konkretnih problemov v poklicnem okolju;
- 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;
- 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;

### **Objectives and competences:**

- Ability to solve concrete problems in the professional environment;
- 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;
- 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;

- 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;
- 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.

- 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;
- 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 zgodovino avdio tehnologij;
- Pozna in razume produkcijski proces na avdio produkcije;
- Pozna principe režije;
- Obvladuje tehnike pisanja sinopsisa in scenarija;
- Pozna in razume zakonitosti zvoka in akustike;
- Pozna metode in tehnike snemanja zvoka;
- Pozna metode in tehnike obdelave zvoka;
- Posname in obdela zvočni zapis;
- Opravi zvokovno obdelavo krajšega video prispevka;
- Pozna zgodovino filma ter TV in osnove filmskega jezika;
- Pozna in razume produkcijski proces na področju video, TV in filmske produkcije;
- Pozna principe filmske in video režije;
- Obvladuje tehnike pisanja sinopsisa in scenarija;
- Pozna tehnične karakteristike video snemalne opreme;
- Pozna principe snemanja fotostripa in snemanja na osnovi scenarija;

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

Students:

- Know the history of audio technology;
- Know and understand the production process in audio production;
- Know the principles of management,
- Master the art of writing a synopsis and script;
- Know and understand the legality of sound and acoustics;
- Know the methods and techniques of sound recording;
- Know the methods and techniques of sound processing;
- Record and process a soundtrack;
- Sound-process a short video contribution;
- Know the history of film and TV and film language basics;
- Know and understand the production process of video, TV and film productions;
- Know the principles of film and video directing
- Are familiar with technical characteristics of video recording equipment;

- Pozna in razume problematiko kompozicije video slike;
- Pozna in razume problematiko svetlobe in zvoka pri video snemanju;
- Obvladuje tehnike snemanja v zunanjih in studijskih pogojih;
- Pozna tehnične karakteristike programske in aparaturne opreme za video montažo;
- Pozna principe in tehnike video montaže;
- Obvladuje estetiko video montaže;
- Obvladuje problematiko dinamike in ritma pri video montaži;
- Pripravi sinopsis in scenarij za krajši video projekt;
- Opravi nastavitve video snemalne opreme;
- Pripravi fotostrip izbranega dogodka;
- Posname kratek video na osnovi scenarija;
- Pripravi material za objavo oziroma promocijo izdelka (oz. informacije o njem) v ustreznem mediju oziroma okolju;
- Pripravi celotno projektno dokumentacijo, izdelek ter nadaljnje materiale za primopredajo.

#### **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 izkušenskem, 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);

- Know the principles of shooting and recording a photo comic book and recording based on the scenario;
- Know and understand the problem of the composition of video image;
- Know and understand the problems of light and sound in video recording;
- Master the techniques of recording in a studio and outside conditions;
- Are familiar with the technical characteristics of software and hardware equipment for video editing;
- Know the principles and techniques of video editing;
- Manage the aesthetics of video editing;
- Manage the problem of dynamics and rhythm in video installation;
- Prepare a synopsis and script for a short video project;
- Set video recording equipment;
- Prepare a photo comic book for a selected event;
- Record a short video based on the script;
- Prepare material for a publication or a promotion of a product (or information on it) in a suitable medium or environment;
- Prepare a complete documentation, a product and further materials for handover.

#### **Learning and teaching methods:**

- Lectures with active participation of students (explanation, discussion, questions, examples, problem solving, homework);
- Tutorial (reflection of experience, project work, team work, 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 (discussion, further explanation, considering specific issues, individual study);
- Creation of portfolio and individual study (motivation, guidance, self-observation, self-regulation, reflection);

<ul style="list-style-type: none"> <li>• uporaba spletne učilnice oziroma drugih sodobnih IKT orodij.</li> </ul>		<ul style="list-style-type: none"> <li>• Use of online classroom or other contemporary ICT tools.</li> </ul>
<b>Načini ocenjevanja:</b>		<b>Assessment:</b>
Način (pisni izpit, ustno izpraševanje, naloge, projekt):	Delež (v %) / Weight (in %)	Type (examination, oral, coursework, project):
<ul style="list-style-type: none"> <li>• Ustni izpit</li> </ul>	40%	Oral exam
Sprotno delo:		Regular work:
<ul style="list-style-type: none"> <li>• Kratka predstavitev in zagovor seminarskega dela (10 do 15 minut)</li> </ul>	10%	<ul style="list-style-type: none"> <li>• A short presentation and defense of a seminar paper (10 to 15 minutes)</li> </ul>
<ul style="list-style-type: none"> <li>• Seminarsko delo - krajši (2 – 5 min) video prispevek (sinopsis, scenarij, video prispevek)</li> </ul>	35%	<ul style="list-style-type: none"> <li>• Seminar paper – a short (2-5 minutes) video recording (synopsis, script, video recording)</li> </ul>
<ul style="list-style-type: none"> <li>• Opravljene vaje snemanja, montaže in zvokovne obdelave</li> </ul>	15%	<ul style="list-style-type: none"> <li>• Completed exercises in recording, editing and sound processing</li> </ul>
Ocenjevalna lestvica – skladno s Pravilnikom o preverjanju in ocenjevanju znanja.		Grading is in accordance with the Faculty's evaluation Ordinance.
<b>Reference nosilca / Lecturer's references:</b>		
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.		
ZGONC, Darja. Voditelj dnevno-informativnih oddaj, <i>Medijska vzgoja in produkcija</i> , ISSN 1855-3354, letn. 4, št. 1 (feb. 2011), str. 22-26.		
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.		