

## UČNI NAČRT PREDMETA / COURSE SYLLABUS

<b>Predmet:</b>	<b>Digitalni authoring</b>
<b>Course title:</b>	<b>Digital Authoring</b>

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:** VIS23

Predavanja Lectures	Seminar Seminar	Vaje Tutorial	Klinične vaje work	Druge oblike študija / Other forms of Study	Samost. delo Individ. work	ECTS
15		30	30		165	8

**Nosilec predmeta / Lecturer:** doc. dr. Mitja Reichenberg, Ph.D., Assistant Professor

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**Jeziki / Languages:** Predavanja / Slovenščina, angleščina / Slovene, English  
Lectures:  
**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;
- Produkcijski procesi digitalnega authoringa video in avdio vsebin;
- Zakonitosti zvoka, akustike, slike;
- Metode in tehnike snemanja in obdelave zvoka;
- Tehnične karakteristike video snemalne opreme;

**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 video and audio content digital authoring;
- Principles of sound, acoustics, pictures;
- Methods and techniques of recording and sound processing;
- The technical characteristics of video

- Problematika svetlobe in zvoka;
- Tehnike dela na področju digitalnega authoringa in spleta;
- Nosilci gradiv, ravnanje z njimi;
- Naprave za pripravo in snemanje gradiv;
- Različne vrste izdelkov na različnih nosilcih (CD avdio, CD-rom in DVD-rom, DVD- avdio in DVD- video, SACD);
- 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 v video in avdio produkciji;
- Izpeljava praktične naloge digitalnega authoringa na predpisanem izdelku;
- Priprava celotne projektne in druge dokumentacije ter izdelkov za predajo naročniku.

- recording equipment;
- The problem of light and sound;
- Techniques in the field of digital authoring and the web;
- Data carriers handling;
- Devices for the preparation and recording;
- Different types of products in different carriers (CD Audio, CD-ROM and DVD-ROM, DVD-Audio and DVD-Video, SACD);
- 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 in video and audio production;
- 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:**

- Beyon, David and Phil, Turner and Susan, Turner: Designing Interactive Systems: People, Activities, Contexts, Technologies. Boston, MA: Addison Wesley, 2004.
- Block, Bruce: The visual story: seeing the structure of film, TV, and new media. ZDA: Focal Press, 2001 - ISBN 0-240-80467-8
- Boyd, Andrew: Broadcast Journalism: Techniques of Radio and Television News. Oxford: Focal Press. 5th edition, 2005.
- Briggs, Asa: A social history of the media : from Gutenberg to the Internet. Cambridge, Malden (MA) : Polity, 2009 / ISBN 978-0-7456-4494-3
- Burns, Michael: Designing DVD menus : how to create professional-looking DVDs. Lewes : Ilex, cop. 2004 / ISBN 1-904705-42-1
- Coleman, Stephen: The media and the public : "them" and "us" in media discourse. Chichester, Oxford, Malden (MA) : Wiley-Blackwell, 2010 / ISBN 978-1-4051-6040-7
- Couldry, Nick: Media consumption and public engagement : beyond the presumption of attention. Basingstoke, New York : Palgrave Macmillan, cop. 2010 / ISBN 978-0-230-24738-3
- Durant, Alan: Meaning in the media : discourse, controversy and debate. Cambridge : Cambridge University Press, 2010 / ISBN 978-0-521-19958-2
- Fisher, Scott: Multimedia authoring : building and developing documents. Boston [etc.] : AP Professional, 1994 / ISBN 0-12-257560-1
- Groza, T.: Advances in Semantic Authoring and Publishing. IOS Press, Amsterdam 2012.
- Holmes, David: Communication theory : media, technology and society. London [etc.] : Sage, 2006, cop. 2005 / ISBN 978-0-7619-7069-9

- Johnson, Mark R.: High definition DVD handbook : producing for HD DVD and Blu-Ray disc. New York [etc.] : McGraw-Hill, cop. 2007 / ISBN 0-07-148585-6
- Kindem, Gorham A., Musburger, Robert B.: Introduction to Media Production, Third Edition: The Path to Digital Media Production, Burlington, MA: Focal Press, 2005.
- Kolker, Robert Phillip: Media studies : an introduction. Chichester, UK, Malden, MA : Wiley-Blackwell, 2009 / ISBN 978-1-4051-5560-1
- Košir, Manca: Vzgoja za medije. Ljubljana : DZS, 1996 / ISBN 86-341-1892-4
- LaBarge, Ralph: DVD Authoring and Production. Taylor & Francis Press. Oxford 2001.
- Meyrowitz, Joshua: No sense of place : the impact of electronic media on social behavior. New York, Oxford : Oxford University Press, 2010, cop. 1985 / ISBN 0-19-503474-0
- Savage. T. M. And Vogel, K. E.: An introduction to Digital Media. Jones & Barlett Publishers, Boston 2013.
- Sengstack, Jeff: DVD authoring in 24 hours. Indianapolis : Sams, cop. 2004 / ISBN 0-672-32513-6

### **Cilji in kompetence:**

- sposobnost fleksibilne uporabe znanja v praksi;
- poznavanje koncepta kakovosti in prizadevanje za kakovost strokovnega dela skozi avtonomnost, (samo)kritičnost, (samo)refleksivnost in (samo)evalviranje v strokovnem delu;
- zmožnost za prepoznavanje in izkoriščanje priložnosti, ki se ponujajo v delovnem in družbenem okolju;
- razvoj komunikacijskih sposobnosti in spretnosti za komuniciranje, posebej komunikacije v mednarodnem okolju;
- sposobnost timskega dela, tj. pripravljenost na sodelovanje, kooperativnost, upoštevanje mnenj drugih in izpolnjevanje dogovorjene vloge v okviru tima in skupine;
- zmožnost za prepoznavanje in izkoriščanje priložnosti, ki se ponujajo v delovnem in družbenem okolju;
- razvoj veščin in spretnosti pri uporabi znanja na področju medijev in medijske produkcije s pomočjo reševanja konkretnih problemov;
- poznavanje in obvladovanje znanj in tehnik za produkcijo različnih tipov medijskih vsebin;
- sposobnost uporabe informacijsko komunikacijske tehnologije in sistemov na področju medijev in medijske produkcije;
- poznavanje in obvladovanje procesov in tehnik kreativnega ustvarjanja medijskih vsebin.

### **Objectives and competences:**

- Ability of the flexible use of knowledge in practice;
- Knowledge of the importance of quality, and striving for quality professional work through autonomy, (self-) criticism, (self-) reflection and (self-) evaluation of professional work;
- Ability to identify and use the opportunities offered in the working and social environment;
- development of communication skills in communication with different environments;
- ability to work in teams, i.e. willingness to cooperate, cooperation, respect different opinions and performing the agreed role within the team and the group;
- ability to identify and make good use of the opportunities offered in working and social environments;
- development of skills when using the knowledge in the field of media and media production by tackling concrete problems;
- Knowledge and management of processes and techniques of creative production of media contents;
- Ability to use IKT in the field of media production;
- Knowledge and management of processes and techniques of creative production of media contents.

**Predvideni študijski rezultati:**

Študent/študentka:

- Pozna naprave in tehnologije za pripravo, obdelavo, snemanje in arhiviranje gradiv;
  - Pozna in razume produkcijske procese digitalnega authoringa;
  - Pozna in razume zakonitosti zvoka, akustike, slike;
  - Pozna metode in tehnike snemanja in obdelave zvoka;
  - Pozna tehnične karakteristike video snemalne opreme;
  - Pozna in razume problematiko svetlobe in zvoka;
  - Obvladuje tehnike dela na področju digitalnega authoringa;
  - Pozna nosilci gradiv, formatiranje, ravnanje z njimi;
  - Pozna naprave za pripravo, kopiranje in snemanje gradiv;
  - Zna izdelati različne vrste izdelkov na različnih nosilcih (CD avdio, CD-rom in DVD-rom, DVD- avdio in DVD- video, SACD);
  - 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 menije in ostalih gradnikov za video in avdio vsebine po sistemu digitalnega authoringa;
- Pripravi celotno projektno in drugo dokumentacijo ter izdelek za predajo naročniku.

**Metode poučevanja in učenja:**

- Predavanje z aktivno udeležbo študentov (razlaga, diskusija, vprašanja, primeri, reševanje problemov, domače naloge);

**Intended learning outcomes:**

Students:

- Know devices and technologies for the production, processing, recording and archiving materials;
- Know and understand the production processes of digital authoring;
- Know and understand the regularities of sound, acoustics, pictures;
- Know the methods and techniques of recording and sound processing;
- Are familiar with the technical characteristics of video recording equipment;
- Know and understand the problems of light and sound;
- Master the art work 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 (CD Audio, CD-ROM and DVD-ROM, DVD-Audio and DVD-Video, SACD);
- 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 for video and audio content through digital authoring system;
- Prepare the whole project and other documentation, and deliver the product to subscriber.

**Learning and teaching methods:**

- Lectures with student active participation (explanation, discussion, questions, examples, problem solving, homework);

- Seminarske in eksperimentalne vaje ki temeljijo na izkušenjskem, sodelovalnem in problemskem učenju (samostojno in sodelovalno učenje, diskusija, razlaga, opazovanje in (samo)ocenjevanje, timsko delo, študija primera, metode kritičnega branja in pisanja, igra vlog, sodelovalno učenje);
- Individualne in skupinske konsultacije (diskusija, dodatna razlaga, obravnava specifičnih vprašanj, individualno učenje);
- **Individualni študij - preučevanje znanstvene in strokovne literature kot podlage za pripravo izdelkov;**
- **Priprava lastnega portfolia;**
- **Samostojna priprava produktov na različnih nosilcih in v različne namene;**
- **Priprava in izvedba izdelka v enem od formatov digitalnega authoringa (avdio, DVD, grafika, fotografija ...);**
- **Samostojno oblikovati izdelek v enem od programov, ki omogočajo specifičen medijski ali multimedijски authoring (npr. Opus Creator, Opus Pro, Flashpiper, Expert Author, Adobe ...);**
- **Izpeljati samostojni projekt priprave primera digitalnega authoringa na specifičnem primeru, vzetem iz prakse po lastni izbiri.**

- 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, consider specific issues, individual study);**
- **Creation of portfolio and individual study and different purposes (motivation, guidance, self-observation, self-regulation, reflection);**
- **Preparation and realization of the product in one of the digital authoring formats (audio, DVD, graphics, photography ...);**
- **Independently create a product in one of the software programs which allow specific media or multimedia authoring (eg. Opus Creator Opus Pro, Flashpiper, Expert Author, Adobe ...);**
- **Create an independent project of their choice of a preparation of a digital authoring example of a specific case taken out from the practice.**

**Načini ocenjevanja:**

**Assessment:**

<p>Način (pisni izpit, ustno izpraševanje, naloge, projekt)</p> <ul style="list-style-type: none"> <li>• <b>Ustni izpit - 25% ocene.</b></li> <li>• <b>Priprave in zagovor seminarskega dela 15%</b></li> <li>• <b>Seminarsko delo – priprava izdelkov na 5 različnih nosilcih - 45%</b></li> <li>• <b>Opravljene vaje iz digitalnega authoringa 15%</b></li> </ul> <p>Ocenjevalna lestvica – skladno s Pravilnikom o preverjanju in ocenjevanju znanja.</p>	<p>Delež (v %) / Weight (in %)</p>	<p>Type (examination, oral, coursework, project):</p> <p><b>Oral exam - 25% of the grade.</b></p> <ul style="list-style-type: none"> <li>• <b>A short presentation and supportive argument of a seminar paper (10 to 15 minutes) 15%</b></li> <li>• <b>Seminar - Preparation of products on 5 different carriers 45%</b></li> <li>• <b>Completed exercises in digital authoring of 15%</b></li> </ul> <p>Grading is in accordance with the Faculty's evaluation Ordinance</p>
<p><b>Reference nosilca / Lecturer's references:</b></p>		

Reichenberg, Mitja (2015): Poslušajmo filme : filmska glasba skozi čas, ki se je prerasel. Ljubljana: UMco.

Reichenberg, Mitja (2013): Wagner in film: rojstvo filmske glasbe iz duha Wagnerjevih idej. Ljubljana: UMco.

Reichenberg, Mitja (2011): Avatar : filmska glasba onkraj Enega Ljubljana : YHD, društvo za teorijo in kulturo hendikepa

Reichenberg (2007): Mitja: Klasična glasba v filmu. Radovljica: Didakta.

Reichenberg, Mitja (2003): Zadnja Kristusova skušnjava – pasijon kot filmska glasba. Ljubljana: UMco.