

UČNI NAČRT PREDMETA / COURSE SYLLABUS

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|----------------------|-------------------------------|
| 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: VIS22

| 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: Pred. /Lecturer 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,

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

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

- equipment;
- 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. ISBN 0-240-80467-8.
- 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.
- Perebinosoff, 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 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;
- etična refleksija in zavezanost profesionalni etiki v družbenem okolju z vestnim spoštovanjem načela resnicoljubnosti, svobode, odgovornosti, odprtosti, strpnosti, pluralizma, ustvarjalnosti, izvirnosti, uravnoveženosti, pravičnosti, poštenosti;
- razvoj sposobnosti in spretnosti za komuniciranje v domačem in mednarodnem okolju;
- sposobnost timskega dela, zmožnost

Objectives and competences:

- Flexible use of knowledge in practice;
- Knowing the importance of quality, and striving for quality professional work through autonomy, (self-) criticism, (self-) reflexivity and (self-) evaluation in professional work;
- ethical reflection and commitment to professional ethics in the social environment by respecting the principles of truthfulness, freedom, pluralism, openness, tolerance, justice and fairness;
- Development of communication skills for communication in local and international environment;
- Ability to work in a team, i.e. willingness to introduce and maintain cooperative relations in the

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;
- razumevanje in praktično obvladovanje tehnologij medijskega ustvarjanja;
- razvoj veščin in spretnosti pri uporabi znanja na področju medijev in medijske produkcije s pomočjo reševanja konkretnih problemov;
- sposobnost povezovanja koherentno obvladanega temeljnega znanja, pridobljenega pri obveznih predmetih, ter njegova uporaba v praksi oblikovanja medijskih vsebin;
- obvladovanje znanj in tehnik za produkcijo različnih tipov medijskih vsebin;
- sposobnost razumevanja in obvladovanja medijskih informacij;
- sposobnost medijskega komuniciranja v različnih kulturnih okoljih.

team;

- Ability to identify and exploit the opportunities offered in the working and social environment;
- Knowledge and mastering of media technologies;
- Skills development in the application of knowledge in media production by problem solving;
- Ability to connect coherent knowledge base, obtained from compulsory courses, as well as its application in practice of creating media content;
- Skills and techniques for the production of various types of media content;
- Ability to understand and control the media information;
- Ability of media communication in different cultural environments.

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;
- Know the principles of shooting and recording a

- 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 izkušenjskem, 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).

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).

| Načini ocenjevanja: | | Assessment: |
|---|------------------------------------|---|
| <p>Način (pisni izpit, ustno izpraševanje, naloge, projekt)</p> <ul style="list-style-type: none"> • Ustni izpit - 40% ocene. <p>Sprotno delo 60%</p> <ul style="list-style-type: none"> • Kratka predstavitev in zagovor seminarskega dela (10 do 15 minut) 10% • Seminarsko delo - krajši (2 – 5 min) video prispevek (sinopsis, scenarij, video prispevek) 35% • Opravljene vaje snemanja, montaže in zvokovne obdelave 15% <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>Oral exam - 40% of the grade. regular work 60%</p> <ul style="list-style-type: none"> • A short presentation and defense of a seminar paper (10 to 15 minutes) 10% • Seminar paper – a short (2-5 minutes) video recording (synopsis, script, video recording) 35% • Completed exercises in recording, editing and sound processing 15% <p>Grading is in accordance with the Faculty's evaluation Ordinance</p> |
| <p>Reference nosilca / Lecturer's references:</p> | | |
| <p>Zgonc, Darja: navadne reči nenavadnih ljudi, magazin Dela in Slovenskih novic ISSN: 1580-8041.- Leto 3, št. 11 (18. mar. 2004), str. 6 Zgonc, Darja: Voditelj dnevno-informativnih oddaj, Medijska vzgoja in produkcija ISSN: 1855-3354.- Letn. 4, št. 1 (feb. 2011), str. 22-26 Zgonc, Darja: Zdravnik mora videti in slišati tudi neizgovorjeno, revija za zdravo življenje ISSN: 1318-2749.- Letn. 10, št. 108 (2002), str. 15-17</p> | | |