

UČNI NAČRT PREDMETA / COURSE SYLLABUS

Predmet:	Projektno delo
Course title:	Project Work

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 / obligatory

Univerzitetna koda predmeta / University course code: VIS25

Predavanja Lectures	Seminar Seminar	Vaje Tutorial	Klinične vaje work	Druge oblike študija / Other forms of Study	Samost. delo Individ. work	ECTS
15		30	45		210	10

Nosilec predmeta / Lecturer: Pred. / Lecturer Darja Zgonc

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:

- 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 avtoringa;
- Zakonitosti zvoka, akustike, slike;
- Metode in tehnike snemanja in obdelave zvoka;
- Tehnične karakteristike video snemalne opreme;
- Problematika svetlobe in zvoka;
- Tehnike dela na področju digitalnega avtoringa 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);

Content (Syllabus outline):

- Equipment and technology for the production, processing, recording and archiving materials and putting them on the web;
- The Internet - technical characteristics, opportunities and requirements, software;
- Production processes of digital authoring;
- Principles of sound, acoustics, pictures;
- Methods and techniques of recording and sound processing;
- The technical characteristics of video recording equipment;
- The problem of light and sound;
- Techniques in the field of digital authoring and web;
- Handling of media materials;
- Devices for the preparation and recording of

- Obdelava in konverzija gradiv;
- Arhiviranje podatkov in nosilcev z gradivi;
- Zaščita dokumentacije na spletu in na različnih nosilcih;
- Izdelava različnih kopij izdelkov na spletu in na različnih nosilcih;
- Priprava celotne projektne in druge dokumentacije ter izdelkov za predajo naročniku;

PROJEKTNO DELO – VIDEO PRODUKCIJA

- Osnovni postopki sistematične analize zahtev (problema) in definicije (ciljev) projekta;
- Zgodovino filma ter TV in osnove filmskega jezika;
- Produktijski 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;
- Tehnike snemanja v različnih pogojih;
- Karakteristike programske in aparturne opreme za video montažo;
- Principi in tehnike video montaže;
- Estetika video montaže;
- Osnovni postopki projektnega načrtovanja;
- Projektno načrtovanje produkcije izdelka;
- Postopke testiranja in evalvacije izdelka ;
- Predstavitev projekta oziroma izdelka;
- Projektna dokumentacija v avdio medijski produkciji;
- Nadzorovanje projektnega dela, testiranje in evalvacija izdelka;
- Izvede testiranje in evalvacijo izdelka, oboje dokumentira;
- Promocija izdelka;
- Projektna dokumentacija za primopredajo izdelka;

PROJEKTNO DELO – OBLIKOVANJE, 2D IN 3D

- Osnovni postopki sistematične analize zahtev (problema) in definicije (ciljev) projekta;
- Rešitve na področju grafičnega oblikovanja, 2D in 3D;
- Osnovni postopki projektnega načrtovanja;
- Projektno načrtovanje produkcije izdelka;
- Postopke testiranja in evalvacije izdelka ;
- Predstavitev projekta oziroma izdelka;
- Projektna dokumentacija v medijski produkciji;
- Nadzorovanje projektnega dela, testiranje in

materials;

- Different types of products on different carriers (CD Audio, CD-ROM and DVD-ROM, DVD-Audio and DVD-Video, SACD);
- Processing and conversion of materials;
- Data and carriers archiving;
- Protection of documents online and on various carriers;
- Making copies of various products online and on various carriers;
- Preparation of complete project and other documentation, as well as products for handover to the client;

PROJECT WORK – VIDEO PRODUCTION

- Basic procedures in systematic analysis of the requirements (a problem) and definitions (objectives) of the project;
- The history of film and TV, and the basics of film language;
- Production process in the field of video, TV and film productions;
- Principles of film and video directing;
- Techniques of writing a synopsis and script;
- Technical characteristics of video recording equipment;
- The composition of a video image;
- Light and sound in video recording;
- Shooting techniques under different conditions;
- Characteristics of software and hardware equipment for video editing;
- Principles and techniques of video editing;
- The aesthetics of video editing;
- Basic project management processes;
- Project planning of the product production;
- Procedures for testing and evaluating products;
- Presentation of a project or a product;
- Project documentation in audio media production,
- Monitoring project work, testing and evaluating products;
- Performing testing and evaluation of products, both documented,
- Product promotion;
- Project documentation for product handover.

PROJECT WORK - GRAPHIC DESIGN 2D AND 3D

- Basic procedures in systematic analysis of the requirements (problem) and definitions (objectives) of the project;
- Solutions in the field of graphic design, 2D and 3D;

evalvacija izdelka;

- Izvede testiranje in evalvacijo izdelka, oboje dokumentira;
- Promocija izdelka;
- Projektna dokumentacija za primopredajo izdelka.

• Basic project management processes;

- Project planning in the production;
- Testing procedures and product evaluation;
- Presentation of the project or product;
- Project documentation in media production;
- Monitoring project work, testing and evaluation of products;
- Performing the testing and evaluation of a product, and documenting both;
- Product promotion;
- Project documentation for handover of the product.

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. 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.
- Gormly, Erik. K (2004): Writing News for Television: Style and Format. Iowa State: University Press.
- 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
- DeLuca M., Lees J., (2004): Job Interviews; top answers to tough questions. Založba: McGraw-Hill International (UK) Limited, 2004
- Beyon, David and Phil, Turner and Susan, Turner (2004): Designing Interactive Systems: People, Activities, Contexts, Technologies. Boston, MA: Addison Wesley.
- Iuppa, Nicholas V. (2001). Interactive Design for New Media and the Web. Oxford: Focal Press.
- Whitten, Jeffrey L., Bentley, Lonnie D., Dittman, Kevin C. (2007): Systems Analysis and Design Methods. Boston: McGraw-Hill Irwin. 7th edition

Cilji in kompetence:

- poznavanje in razumevanje družbenih procesov;
- 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;

Objectives and competences:

- Knowledge and understanding of social processes;
- 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

- 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 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.

- 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 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 naprave in tehnologije za pripravo, obdelavo, snemanje in arhiviranje gradiv;
- Pozna zakonitosti in specifičnosti spleta ter programska orodja za spletni avtoring;
- Pozna in razume produkcijske procese digitalnega avtoringa;
- 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 spletnega

Intended learning outcomes:

Students:

- Know the devices and technologies for the production, processing, recording and archiving of materials ;
- Know the rules and specifics of the Internet and software tools for web authoring;
- Know and understand the production processes of digital authoring ;
- Know and understand the legality 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

avtoringa;

- Pozna nosilce gradiv, formatiranje, ravnanje z njimi;
- Pozna naprav za pripravo in snemanje gradiv;
- Zna izdelati različne vrste izdelkov na različnih nosilcih ;
- Obvlada obdelavo in konverzijo gradiv,
- Pozna in obvlada arhiviranje podatkov na spletu in na nosilcih z gradivi;
- Zna zaščititi dokumentacijo na spletu in na različnih nosilcih;
- Obvlada izdelavo različnih kopij izdelkov na spletu in na različnih nosilcih;• Zna nadzorovati delo, obvlada testiranje in evalvacijo izdelka;
- Pripravi celotno projektno in drugo dokumentacijo ter izdelek za predajo naročniku.

sound;

- Master the work techniques in the field of web authoring;
- Know carriers for materials, formatting, handling techniques;
- Know the devices for the preparation and recording of materials;
- Can produce various kinds of products on different carriers;
- Master the processing and conversion of materials;
- Are familiar with and master data archiving on the web;
- Know how to protect documents on the Internet and on various carriers;
- Master the production of various copies of products online and on various carriers;
- Can control the work, master the testing and evaluation of products;
- Prepare the whole project and other documentation for handing it over to the client.

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 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 konsultacije (diskusija, dodatna razlaga, obravnava specifičnih vprašanj, individualno učenje);
- Oblikovanje portfolija in samostojen študij (motiviranje, usmerjanje, samoopazovanje, samouravnavanje, refleksija).

Learning and teaching methods:

- Lectures with active participation of students (explanation, discussion, questions, examples, problem solving);
- Tutorial (reflection of experience, project work, team work, critical thinking methods, discussion, feedback);
- 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, considering specific issues);
- Creation of portfolio and independent study (motivation, guidance, self-observation, self-regulation, reflection, self-assessment).

Načini ocenjevanja:

Način (pisni izpit, ustno izpraševanje, naloge, projekt)

Assessment:

Delež (v %) / Weight (in %) Type (examination, oral, coursework, project):

• Ustni izpit - 40% ocene.
Sprotno delo 60% ocene
• Vmesna projektna poročila 10%
• Projektna dokumentacija 20%
• Projektni izdelek 40%
Ocenjevalna lestvica – skladno s
Pravilnikom o preverjanju in ocenjevanju
znanja.

Oral exam - 40% of the grade.
Ongoing work 60% of the grade
• The interim project report 10%
• Project documentation 20%
• Project product 40%
Grading is in accordance with the Faculty's
evaluation Ordinance

Reference nosilca / Lecturer's references:

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