UČNI NAČRT PREDMETA / COURSE SYLLABUS	
Predmet:	Digitalni avtoring
Course title:	Digital Authoring

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		60	30		130	8

Nosilec predmeta / Lecturer: doc. dr. Mitja Reichenberg / Assist. Prof. Mitja Reichenberg, PhD

Jeziki /	**Predavanja / Lectures:**	slovenščina, angleščina / Slovene, English
Languages:	**Vaje / Tutorial:**	slovenščina, angleščina / Slovene, English

Pogoji za vključitev v delo oz. za opravljanje študijskih obveznosti:	Prerequisits:
Pogoj za opravljanje obveznosti je vpis v drugi letnik.	Enrolment in the second year of study.

Vsebina:	Content (Syllabus outline):
• 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; • Problematika svetlobe in zvoka; • Tehnike dela na področju digitalnega authoringa in spleta; • Nosilci gradiv, ravnanje z njimi; • Naprave za pripravo in snemanje gradiv;	• 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 recording equipment; • The problem of light and sound; • Techniques in the field of digital authoring and the web; • Data carriers handling;

• 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.	• 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. 2004. *Designing Interactive Systems: People, Activities, Contexts, Technologies.* Boston, MA: Addison Wesley.
• 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.
• Briggs, Asa. 2009. *A social history of the media: from Gutenberg to the Internet.* Cambridge, Malden (MA): Polity.
• Burns, Michael. 2004. *Designing DVD menus: how to create professional-looking DVDs.* Lewes: Ilex.
• Coleman, Stephen. 2010. *The media and the public: "them" and "us" in media discourse.* Chichester, Oxford, Malden (MA): Wiley-Blackwel.
• Couldry, Nick. 2010. *Media consumption and public engagement: beyond the presumption of attention.* Basingstoke, New York: Palgrave Macmillan.
• Durant, Alan. 2010. *Meaning in the media: discourse, controversy and debate.* Cambridge: Cambridge University Press.
• Fisher, Scott. 1994. *Multimedia authoring: building and developing documents.* Boston [etc.] : AP Professional.
• Groza, T. 2012. *Advances in Semantic Authoring and Publishing.* Amsterdam: IOS Press.
• Holmes, David. 2005. *Communication theory: media, technology and society.* London [etc.]: Sage, 2006, cop. 2005.
• Johnson, Mark R. 2007. *High definition DVD handbook: producing for HD DVD and Blu-Ray disc.* New York [etc.]: McGraw-Hill.
• Kindem, Gorham A., Musburger, Robert B. 2005. *Introduction to Media Production,* Third Edition: The Path to Digital Media Production, Burlington, MA: Focal Press.
• Kolker, Robert Phillip. 2009. *Media studies: an introduction.* Chichester, UK, Malden, MA: Wiley-Blackwell.
• Košir, Manca. 1996. *Vzgoja za medije.* Ljubljana: DZS.
• LaBarge, Ralph. 2001. *DVD Authoring and Production.* Oxford: Taylor & Francis Press.

• Meyrowitz, Joshua. 2010. *No sense of place: the impact of electronic media on social behavior.* New York, Oxford : Oxford University Press.
• Savage. T. M. And Vogel, K. E. 2013. *An introduction to Digital Media.* Boston: Jones & Barlett Publishers.
• Sengstack, Jeff. 2004. *DVD authoring in 24 hours.* Indianapolis: Sams.

Cilji in kompetence:	Objectives and competences:
• 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; • 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 (ki se izkazujejo kot podjetniški duh in aktivno državljanstvo); • globlje razumevanje in ustrezno praktično obvladovanje tehnologij medijskega ustvarjanja; • poznavanje in obvladovanje procesov in tehnik kreativnega ustvarjanja medijskih vsebin; • sposobnost uporabe informacijsko-komunikacijske tehnologije in sistemov na področju medijev in medijske produkcije.	• 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; • Development of communication skills in the domestic and international environment; • Ability to work in a team, ability to establish and maintain cooperative relationships to work in a group and with users; • Ability to identify and take advantage of opportunities offered in the work and social environment (which are manifested as an entrepreneurial spirit and active citizenship); • Deeper understanding and appropriate practical mastery of media creation technologies; • Knowledge and mastery of processes and techniques of creative creation of media • Ability to use information and communication technology and systems in the field of media and media production.

Predvideni študijski rezultati:	Intended learning outcomes:
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;	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;

• 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.	• 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.
Metode poučevanja in učenja:	**Learning and teaching methods:**
• 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);	• Lectures with student active participation (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, consider specific issues, individual study); • Creation of portfolio and individual study (motivation, guidance, self-observation, self-regulation, reflection);

• uporaba spletne učilnice oziroma drugih sodobnih IKT orodij.	• Use of online classroom or other contemporary ICT tools.

Načini ocenjevanja: **Assessment:**

Način (pisni izpit, ustno izpraševanje, naloge, projekt):	Delež (v %) / Weight (in %)	Type (examination, oral, coursework, project):
• Ustni izpit	40%	• Oral exam
• Kratka predstavitev in zagovor seminarskega dela (10 do 15 minut)	10%	• A short presentation and supportive argument of a seminar paper (10 to 15 minutes)
• Seminarsko delo – priprava izdelkov na 5 različnih nosilcih	35%	• Seminar - Preparation of products on 5 different carriers
• Opravljene vaje iz digitalnega authoringa	15%	• Completed exercises in digital authoring
Ocenjevalna lestvica – skladno s Pravilnikom o preverjanju in ocenjevanju znanja.		Grading is in accordance with the Faculty's evaluation Ordinance

Reference nosilca / Lecturer's references:

REICHENBERG, Mitja. Algoritmi in glasbena umetnost. *Medijska vzgoja in produkcija*, ISSN 2463-8420, 2020, št. 1, str. 1-5.

REICHENBERG, Mitja. O čustvih, sodobni glasbi in razumevanju. *Virkla*, ISSN 2335-3716, 2020, št. 8, str. 12-15.

REICHENBERG, Mitja. Transhumanizem in medijska produkcija. *Medijska vzgoja in produkcija*, ISSN 2463-8420, 2019, št. 1, str. 1-4.

REICHENBERG, Mitja. Etika trga, mediji in Sneguljčica. *Medijska vzgoja in produkcija*, ISSN 2463-8420, 2019, št. 1, str. 1-5.

REICHENBERG, Mitja. Gledati, misliti in razumeti film skozi filmsko glasbo. *Andragoška spoznanja*, ISSN 1318-5160, 2016, letn. 22, [št.] 3, str. 33-45.

REICHENBERG, Mitja. Montaža zvoka v filmu. *Medijska vzgoja in produkcija*, ISSN 2463-8420, 2016, št. 1, str. 1-11.

REICHENBERG, Mitja. Zvok kot pojav. 1. *Medijska vzgoja in produkcija*, ISSN 2463-8420, 2015, št. 1, str. 1-6.