

Course title: Digital and New Media Production I

Type of study programme: Academic studies, bachelor studies, 180 ECTS

Study programme: Film and Media

ECTS: 5

Course status: compulsory

Year of study: third

Semester: 5

Lesson hours per week: 2 + 2 (lectures + exercises)

Language of instruction: English

Course outline

The aim of the course is to introduce students to the concepts and activities that production is consist of in the field of interactive, digital media and, through practical work, provide students with a platform for direct observation and solution of production challenges. The course aims to prepare students, not only to understand the field of production in interactive, digital media with its impact on the overall performance of modern media, but also to enable students to make an active contribution.

Course content

- Introduction. The concept of interactive digital media
- Presentation strategies in new media
- Production of complex Web (Internet) content
- Image management in interactive media
- Self portfolio - students themselves produce a multimedia portfolio about themselves
- Production of an audio, music or other file that represents different atmospheres in the story
- Multimedia storyboard that reflects a day in a student's life
- COLLOQUIUM;
- Interactive presentation
- Students produce their own You-Tube, Livestream, Facebook channel / content
- Transforming small media markets into large business activities (via multimedia)
- New rules of marketing and public relations
- Production of viral campaigns
- Exam preparation
- Multimedia project presentation

Assessment

Attendance at classes 20%, knowledge test during classes 30% and final exam 50%.

Learning outcomes

After passing the exam, students will be able to: understand production processes and presentation strategies in global interactive, digital media; understand the production of complex Web (Internet) content and image management in interactive media; produce their own interactive platforms / channels / content and turn them into business activities through multimedia; understand the new rules of marketing and public relations; produce their own multimedia project; understand the integration of contemporary programming and organizational tendencies of interactive / digital media and traditional media; evaluate program-production segments of interactive / digital media functioning