

Course Unit Descriptor

Study Programme: Audiovisual Media (Modules:Camera, Editing in Audiovisual Media, Sound Recording and Design, Lighting Design, Production in Audiovisual Media, Animation and Visual Effects)			
Course Unit Title: Application of Modern Technology in Audiovisual Media			
Course Unit Code: PSTE			
Name of Lecturer(s): Siniša Isakov			
Type and Level of Studies: Undergraduate academic studies			
Course Status (compulsory/elective): Compulsory			
Semester (winter/summer): Winter and Summer			
Language of instruction: English			
Mode of course unit delivery (face-to-face/distance learning): Face-to-face			
Number of ECTS Allocated: 4			
Prerequisites: None			
Course Aims: To provide students with the knowledge about the contemporary audiovisual technologies with regard to new communication technology			
Learning Outcomes: By implementing the contemporary technology in audiovisual media, students are trained to use contemporary tools for creating, gathering and processing of the audiovisual contents for new distribution channels and new audiovisual media. This includes understanding and being up-to-date with the new trends in technological development of audiovisual media.			
Syllabus: Contemporary communication system for wired and wireless information transmission. The concept of Broadband telecommunication network and new services within the students' scope of possibilities. Interactive approach, audiovisual content on demand, personalisation of the content and advertising. Technical parameters of ultra high resolution video (UHDTV, 4K) for film and TV. Special features of audio and video streaming for UHDTV and 4K. Creating content for simultaneous broadcast within several technologically diverse standards. Changing the way video and audio contents are consumed at home and on the go. Consumer privacy issues and protection of rights on broadcasting the audio and video content.			
Required Reading: 1. Charlie Gere: <i>Digital Culture</i> , Reaktion Books, London, 2008			
Weekly Contact Hours: 2	Lectures: 2	Practical work: 0	
Teaching Methods: Group lectures			
Knowledge Assessment (maximum of 100 points): 100			
Pre-exam obligations	points	Final exam	points
Active class participation	15	written exam	20
Practical work	10	oral exam	25
Preliminary exam(s)		

Seminar(s)	30		
The methods of knowledge assessment may differ; the table presents only some of the options: written exam, oral exam, project presentation, seminars, etc.			