Course Unit Descriptor

Study Programme: Audiovisual Media (Module: Camera)	
Course Unit Title: Audiovisual Media in Contemporary Technological Environment	
Course Unit Code: AMST	
Name of Lecturer(s): Siniša Isakov	
Type and Level of Studies: Undergraduate academic studies	
Course Status (compulsory/elective): Elective	
Semester (winter/summer): Winter	
Language of instruction: English	
Mode of course unit delivery (face-to-face/distance learning): Face-to-face	
Number of ECTS Allocated: 2	
Prerequisites: None	

Course Aims:

Introducing students to modern audiovisual and communication technologies and enabling them to follow the technological development

Learning Outcomes:

By adopting modern audiovisual media technologies, students are trained to use new distribution channels as well as to follow and understand the 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, content personalisation and advertising. Specific features of creating audio and video content for video systems of ultra high resolution (4K, 8K). 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. Digital, Internet and mobile network radio (App). Consumer privacy issues and protection of rights on broadcasting the audio and video content.

RequiredReading:
1. Charlie Gere: *Digital Culture,* Reaktion Books, London, 2008

WeeklyContact 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.