SYLLABUS

Course: Basic Course of Media Literacy

Course structure: 1 + 3 (lectures + exercises)

OBJECTIVES:

The aim of this course is to familiarize students with the basics of sound recording and editing, photography and image editing, and video recording and editing.

COURSE DESCRIPTION:

In lectures, students will acquire theoretical basics of multimedia production, including digital sound, digital photography and digital video.

During the first part of exercises, students will acquire basic skills of sound recording and editing and participate in a team production of digital audio content. In the second part of exercises, they will learn the basic skills of photography and image editing and participate in a team production of digital photos. In the third part of exercises, the students will learn how to shoot and edit video. The final team production exercises will combine the skills of digital video production with previously acquired skills of digital sound production and photography.

LEARNING OUTCOMES:

Upon completion of the course, students will be able to

- Create a simple digital audio content
- Create a simple digital photography content
- Create a simple digital video content

COURSE CONTENT:

1. INTRODUCTION

Students will become familiar with the objectives of the course, syllabus, literature, the space and media equipment, and media lab that will be used in lectures and exercises.

2. FUNDAMENTALS OF SOUND PRODUCTION

Upon completion of this module, students will be able to distinguish basic types, principles of operation and characteristics of microphones, connect devices in a simple system for digital sound recording, demonstrate sound recording, enter the audio files in a computer, make simple adjustments of audio, add narration, sound effects and background music, and export audio files intended for publication on different media platforms.

3. FUNDAMENTALS OF PHOTOGRAPHY

Upon completion of this module, students will be able to name and describe the basic elements of visual art, describe basic principles of the image composition, list parts of camera, photo equipment and explain their functions, explain the concept of resolution, demonstrate the control of exposure, white balance, ISO sensitivity and depth of field, describe the basic light setups, take pictures in the interior and exterior, enter the recorded files into the computer, perform basic photo

corrections by using software for image processing and export files in formats adapted for publication on different media platforms.

4. FUNDAMENTALS OF VIDEO PRODUCTION

Upon completion of this module, students will be able to name the main video formats, enumerate the basic film shots, describe the basic rules of framing and shooting video sequences, demonstrate manual adjustment of basic audio-visual parameters, record video and audio, import video, audio and graphic files into the software for nonlinear video editing, edit and synchronize video, narration and background music, add text, and export files in formats adapted for publication on different media platforms.

Literature:

Ohler, Jason B. (2013) Digital Storytelling in the Classroom: New Media Pathways to Literacy, Learning and Creativity. Corwin.

Ang, Tom. (2012) Digital Photographer's Handbook. Dorling Kindersley

Schroder, Carla. (2011) The Book of Audacity: Record, Edit, Mix, and Master with the Free Audio Editor. No Starch Press.

Lecarme, Olivier. (2013) The Book of GIMP: A Complete Guide to Nearly Everything. No Starch Press.

INTRODUCTION

Unit title	Duration (hours)	Learning Aims	Learning Content	Learning Methods	Software Resources	Assessment
Course Introduction	1	Understand the aims of the course	Course overview	Class discussion	Presentation editor	Formative - expectation survey
Copyright	1	Understand the copyright concept	Public domain, Creative commons	Lecture	Presentation editor	Formative - checks for understanding
TOTAL	2					

Note: Content of the columns *Duration*, *Learning methods* and *Assessment* can be changed by each of the TMA project partners according to their preferences

SOUND MODULE

Unit title	Duration (hours)	Learning Aims	Learning Content	Learning Methods	Software Resources	Assessment
Basics of Sound	1	Understand basic principles of sound and acoustics	Waves, frequency, loudness	Lecture	Presentation editor	Formative - checks for understanding
Sound Design	1	Understand the basic workflow of sound design	Sound recording, editing and reproduction	Presentation	Presentation editor	Formative - checks for understanding
Recording System	2	Understand the basic sound recording setups	Microphone, cable, mixer, amplifier, sound card, computer, recorder, editor, player, speakers, storage	Exercise	Audio editor	Formative - classroom activity
Microphones	2	Understand principles of operation and characteristics of microphones	Microphones and accessories	Demonstration	Media player	Formative - classroom activity
Audio Editing	4	Develop digital skills	Importing audio, editing sound, narration, music, sound effects, exporting files	Demonstration	Audio editor	Formative - classroom activity
Audio Distribution	2	Develop digital skills	Audio formats, podcasting	Demonstration	Audio editor	Formative - classroom activity
Radio	8	Develop creative skills	Radio pre-production, production and post-production	Team project	Audio editor	Summative - project assignment
TOTAL	20					

Note: Content of the columns *Duration*, *Learning methods* and *Assessment* can be changed by each of the TMA project partners according to their preferences

PHOTOGRAPHY MODULE

Unit title	Duration (hours)	Learning Aims	Learning Content	Learning Methods	Software Resources	Assessment
Visual Communications	1	Name the basic types of visual communications	Graphic design, art, photography, multimedia	Lecture	Presentation editor	Formative - checks for understanding
Image Composition	1	Describe the basic principles of the image composition	Golden section and rule of thirds	Presentation	Presentation editor	Formative - checks for understanding
DSLR Camera	1	Name parts of the DSLR camera and their function	Lens, viewfinder, body, shutter release, aperture, image sensor, memory card, battery	Demonstration	Presentation editor	Formative - classroom activity
Camera Exposure	1	Understand principles of controlling exposure	Lens aperture, shutter speed and ISO settings, depth of field	Demonstration	Presentation editor	Formative - classroom activity
Color Control	1	Understand basics of color photography	White balance	Demonstration	Presentation editor	Formative - classroom activity
Light	1	Understand the basic light setups	Natural light, studio lights, flash lights, accessories	Demonstration	Presentation editor	Formative - classroom activity
Photo projects	8	Develop creative skills	Portrait, architecture, landscape, sport, wedding, birthday	Individual project	Photo editor	Summative - project assignment
Image editing	6	Develop digital skills	image formats, crop and resize image, exposure and color corrections, photo portfolio	Individual project	Image editor	Summative - project assignment
TOTAL	20					

Note: Content of the columns *Duration*, *Learning methods* and *Assessment* can be changed by each of the TMA project partners according to their preferences

VIDEO MODULE

Unit title	Duration (hours)	Learning Aims	Learning Content	Learning Methods	Software Resources	Assessment
Film and Video	1	Understand the role of film and video in media literacy	Short history of film and video	Lecture	Presentation editor	Formative - checks for understanding
Film grammar	1	Understand the basic film terminology	Frame, shot, scene, sequence, composition, formats, sizes, angles, camera movements	Presentation	Media player	Formative - checks for understanding
Filmmaking rules	1	Understand the basic filmmaking rules	180 degree rule, varying shots by size and angle, rule of thirds - film dialogue	Demonstration	Media player	Formative - classroom activity
Video production	1	Understand the video pre-production, production and post-production workflow	Script, screenplay, storyboard, production plan, non-linear video editing, video distribution platforms	Presentation	Presentation editor	Formative - checks for understanding
Video editing	8	Develop digital skills	Importing media, adding, moving, deleting, trimming clips, rough and fine cut editing, exporting video	Demonstration	Video editor	Formative - classroom activity
Video project	16	Develop creative skills	Reportage, video interview	Team project	Video editor	Summative - project assignment
TOTAL	28					

Note: Content of the columns *Duration*, *Learning methods* and *Assessment* can be changed by each of the TMA project partners according to their preferences

SYLLABUS

Course: Advanced Course of Media Literacy

Course structure: 1 + 3 (lectures + exercises)

OBJECTIVES:

The aim of this course is to familiarize students with the methods of project planning, creation and distribution of media content for teaching and learning with digital media technologies.

COURSE DESCRIPTION:

In lectures, students will acquire theoretical basics of project management, visual communication and digital media storytelling.

During the exercises, students will go through the project cycle defining project ideas, collecting and processing the information necessary for the implementation of projects, preparation and presentation of project plans, project implementation, monitoring and control, team production of digital media content, publishing media content in a variety of formats, and the final evaluation of the results in relation to the initial plans and presentation to the target users.

The project approach to teaching will enable the development of generic competencies, including internal and external communication skills of the project team, as well as the entrepreneurial competencies of planning and implementation of educational media ventures within the given timeframe and with limited human, material and financial resources.

Practical implementation of media projects encourage the development of creativity, written and oral language skills, digital literacy, critical thinking and problem solving, prominent among the core competencies in the European Framework for lifelong learning.

LEARNING OUTCOMES:

Upon completion of the course, students will be able to

- Write the script for media project (radio drama, radio reportage, radio interview, audio podcast, video reportage, video interview, short documentary)

- Develop and present a plan for the implementation of media project

- Create a digital media content

- Participate in the exchange of project information

- Present the results of media project

- Evaluate the media works

COURSE CONTENT:

1. INTRODUCTION

Students will become familiar with the objectives of the course, syllabus, literature, the space and media equipment, and media lab that will be used in lectures and exercises.

2. FUNDAMENTALS OF PROJECT MANAGEMENT

Upon completion of this module, students will be able to define the concept of the project, explain the role of project management, write a brief description of the project, define the objectives and expected results of the project, divide the project is into smaller components of the work breakdown structure, make a schedule of activities, and plan the roles and responsibilities of project team members.

3. DIGITAL STORYTELLING

Upon completion of this module, students will be able to explain the role of oral and written storytelling, art design and digital technologies in the development of media literacy, create a story map and script for media projects, specify the key questions used in gathering media information and demonstrate basic media storytelling techniques, including interviewing and reporting.

4. AUDIO-VISUAL PRODUCTION

Students will participate in a team implementation of educational media projects and thereby acquire the practical skills of low-cost media productions in a non-formal or academic environment. In this part of the course, students will apply the multidisciplinary knowledge and skills of project management, digital storytelling, sound recording and processing, photography and image processing, and video recording and editing.

5. PRESENTATION AND EVALUATION OF MEDIA PROJECTS

The project cycle will be completed with internal presentation of educational media works created during the course, followed by self-evaluation and peer evaluation of the educational and informational aspects of produced materials. Students will jointly organize and manage public presentation of audio-visual works with an accompanying exhibition and promotion through social networks.

Literature:

Ohler, Jason B. (2013) Digital Storytelling in the Classroom: New Media Pathways to Literacy, Learning and Creativity. Corwin.

Ang, Tom. (2012) Digital Photographer's Handbook. Dorling Kindersley

PMI Educational Foundation. (2011) Project management skills for life. Project Management Institute.

PMI Educational Foundation. (2011) Project Management Toolkit for Youth - Building Project Management Skills for the 21st Century. Project Management Institute.

Schroder, Carla. (2011) The Book of Audacity: Record, Edit, Mix, and Master with the Free Audio Editor. No Starch Press.

Lecarme, Olivier. (2013) The Book of GIMP: A Complete Guide to Nearly Everything. No Starch Press.

PROJECT MANAGEMENT MODULE

Unit title	Duration (hours)	Learning Aims	Learning Content	Learning Methods	Software Resources	Assessment
Introduction to Project Management	1	Understand the role of project management	Course overview	Class discussion	Presentation editor	Formative - expectation survey
Project Scope Management	1	Understand methods of describing projects	Work Breakdown Structure, Project Scope Statement	Lecture	Presentation editor	Formative - checks for understanding
Human Resource Management	1	Understand methods of human resource planning	Responsibility Assignment Matrix	Lecture	Presentation editor	Formative - checks for understanding
Time Management	1	Understand time planning methods	Time planning methods	Lecture	Spreadsheets	Formative - checks for understanding
Time Management	1	Develop time planning skills	Gantt Chart	Exercise	Spreadsheets	Formative - classroom activity
Cost Management	1	Understand cost planning methods	Cost planning methods	Lecture	Spreadsheets	Formative - checks for understanding
Cost Management	1	Develop cost planning skills	Budget	Exercise	Spreadsheets	Formative - classroom activity
Communication Management	1	Understand communication methods	Communication methods	Lecture	Communication tools	Formative - checks for understanding
Communication Management	1	Develop communication skills	Communication Matrix Worksheet	Exercise	Text editor	Formative - classroom activity
Project Process Groups	1	Understand project processes	Initiating, planning, executing, monitoring and controling, closing	Lecture	Presentation editor	Formative - checks for understanding
Project Proposal	6	Develop project planning skills	Project proposal development	Team project	Office Suite	Summative - project assignment
TOTAL	16					

Note: Content of the columns *Duration*, *Learning methods* and *Assessment* can be changed by each of the TMA project partners according to their preferences

DIGITAL STORYTELLING MODULE

Unit title	Duration (hours)	Learning Aims	Learning Content	Learning Methods	Software Resources	Assessment
Introduction to digital storytelling	1	Understand the role of digital storytelling in media literacy	Oral and written storytelling, art design and digital technologies	Lecture	Presentation editor	Formative - checks for understanding
Storytelling techniques	1	Develop storytelling skills	Story core and story mapping	Lecture	Presentation editor	Formative - checks for understanding
Interview	2	Develop information gathering skills	Basic interviewing techniques	Role playing	Presentation editor	Formative - classroom activity
Media news	4	Develop information gathering skills	Five Ws - who, what, when, where and why	Research	Office Suite	Formative - classroom activity
TOTAL	8					

Note: Content of the columns *Duration*, *Learning methods* and *Assessment* can be changed by each of the TMA project partners according to their preferences

AUDIO-VISUAL PRODUCTION MODULE

Unit title	Duration (hours)	Learning Aims	Learning Content	Learning Methods	Software Resources	Assessment
Pre-production	8	Develop project planning skills	Audio, video and photography pre-production	Team project	Office Suite	Formative - classroom activity
Production	20	Develop creative skills	Audio, video and photography production	Team project	AV Production Suite	Formative - field activity
Post-production	16	Develop creative skills	Audio, video and photography post-production	Team project	AV Production Suite	Formative - classroom activity
TOTAL	44					

Note: Content of the columns *Duration*, *Learning methods* and *Assessment* can be changed by each of the TMA project partners according to their preferences

PRESENTATION AND EVALUATION MODULE

Unit title	Duration (hours)	Learning Aims	Learning Content	Learning Methods	Software Resources	Assessment
Presentation	2	Develop presentation skills	Project report	Class discussion	Presentation editor	Summative - peer review
Evaluation	2	Develop assessment skills	Self-evaluation and peer review	Class discussion	Social media	Summative - peer review
Public promotion	8	Develop communication skills	Final project conference	Team project	Social media	Summative - peer review
TOTAL	12					

Note: Content of the columns *Duration*, *Learning methods* and *Assessment* can be changed by each of the TMA project partners according to their preferences