

## DESCRIPTION AND SYLLABUS

Name of the subject in Hungarian:	Media Project I. (International Communication)
Name of the subject in English:	Media Project I. (International Communication)
Credit value of the subject:	4
The code of the subject in the electronic study system:	BN-MEPRC1-04-GY
Classification of the subject:	Obligatory
Language of instruction (in case of non-Hungarian courses):	English
Institute or department responsible for the subject:	Institute of Media Studies
Course type and number of contact hours:	Practical, class per week: 2, class per semester: 0
Mode of study: (Full-time / Part-time):	Full-time training
The semester in which the subject is open for registration:	2022/2023 1st semester
Prerequisite(s):	-

### THE PURPOSE OF THE SUBJECT, LEARNING OUTCOMES:

The course aims to let the students use their abilities and skills for producing videos in several genres. The results of the course can be the elements of the student's final portfolio. During the semester the students understand the role of the different frames for a video sequence, and are able to produce all the important elements for a video project. The student is able to plan the media project, use semi-professional cameras, and sound recorders for recording multimedia materials for her/his projects, able to use the basic rules for image composition, can differentiate between the different formats, understand the concept of resolution, white balance, focus, etc. Food tutorial, how-to video, YouTuber video, game-play video all kinds of popular video genres can be the result of the final project based on the interest of the student team.

### SUMMARY OF THE CONTENT OF THE SUBJECT

The aim of the subject is to process two videos during the semester. The design and implementation of the video, photo, and sound materials covering an important or interesting problem or phenomenon. Presenting a Cultural phenomenon? A food-tutorial? A how-to video? a vlog? The duration of the final project is 3-5 minutes. During the semester the students will understand the basics of video production, the idea of preproduction, production and postproduction, format, resolution, white balance, iris, shutter, focus, use of light, and different types of mikes for sound recording. The concept of A roll, B roll, and how to edit audio, and video materials.

### STUDENT'S TASKS AND PLANNED LEARNING ACTIVITIES:

There will be two complex video productions during the course and a test.

1. At class time, we plan, shoot, and edit the INDIVIDUAL Project, the 6 shots sequence (B roll) with an interview (A roll), additional music, sound effects, titles.
2. During the semester student teams plan, shoot, and edit the TEAM project, a video in any genre.  
Subtasks: production plan (team task), shooting (team task), editing (team task), project documentation (individual task).
3. Test: the student reports knowledge of cinematic terms acquired during the semester

### EVALUATION OF THE SUBJECT:

Pont of views for evaluation of the individual project:

1. Creativity in planning, quality of the raw materials, editing skills: 30 points

Point of views for evaluation of the team project:

2. Creativity in planning, the value of the important or interesting topic, how the chosen genre fit the topic, quality of the raw materials, editing skills, teamwork, accuracy of the project documentation 40 points

3. Multiple choice test based on the knowledge of cinematic terms acquired during the semester 30 points

**OBLIGATORY READING LIST:**

- Media College: Framing, Media College, n.d.,  
<https://www.mediacollege.com/video/camera/tutorial/01-framing.html>

**RECOMMENDED READING LIST:**

- Vertov, Dziga: *Man With a Movie Camera [DVD-felvétel]*. DVD Video, 2010
- Media College: Shooting Technique, Media College, n.d.,  
<https://www.mediacollege.com/video/camera/tutorial/01-technique.html>