

DESCRIPTION AND SYLLABUS

Name of the subject in Hungarian:	Multimedia Applications I.
Name of the subject in English:	Multimedia Applications I.
Credit value of the subject:	6
The code of the subject in the electronic study system:	BN-MUMAP1-06-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: 4, 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:

This course is designed to teach the theory and practice of digital photo and video editing including capturing images, sound and video, then editing them in Adobe Photoshop and Premiere Pro softwares. By completing Multimedia Application I-II. courses, through individual and group interactive activities, tasks students will be able to gain a greater understanding of the creative process, to explore the vast flexibility of mediums, and to create audiovisual contents for different platforms. Multimedia Application I. focuses on the digital photo editing, the sound editing and the basics of video editing. Multimedia Application II. is based on the previous semester's knowledge, the course aims to discover further techniques of video editing.

SUMMARY OF THE CONTENT OF THE SUBJECT

Multimedia Application I. focuses on the digital photo editing, the sound editing and the basics of video editing. Students will demonstrate a proficiency in the skills and tools necessary to produce quality works, including how to take picture, shoot video, light, mic, mix, and edit a project. In this case, students will learn these skills by working on four digital projects that increase in complexity throughout the semester.

STUDENT'S TASKS AND PLANNED LEARNING ACTIVITIES:

Throughout the course, students will gain more insight into using a standard project folder structure on computers. By learning more about the basics of photography, students will be able to analyze and improve their own pictures. Film lighting activity with studio lamps will show how one can work with artificial lights. Students will import and edit their own pictures into film posters. They will practise their communication skills to make interviews, then edit their radio versions. Then they will learn storytelling by combining own and found audio and video footages for film trailers. The last project will be optional, where one can choose from creating another film poster, interview or film trailer, but has to present it with different style, narrative.

EVALUATION OF THE SUBJECT:

The evaluation is based on the quantity and the quality of the completed and submitted projects (fulfillment of formal and content requirements, artistic intention, consistency at work) and the class attendance, class participation. Class is obligated, maximum 3 absences

are allowed to complete the course. During the semester, the teacher constantly gives creative constructive feedbacks, and encourages the students to do similarly.

OBLIGATORY READING LIST:

- *Adobe Photoshop CS5 : classroom in a book : the official training workbook from Adobe Systems.* Adobe Press, 2010
- *Adobe Premiere Pro CS5 : classroom in a book : the official training workbook from Adobe Systems.* Adobe Press, 2011
- Murch, Walter: *In the blink of an eye : a perspective on film editing.* Silman-James Press, 2001

RECOMMENDED READING LIST:

- Lowenstein, Adam: *Dreaming of cinema : spectatorship, surrealism, & the age of digital media.* Columbia Univ. Press, 2015
- Purves, Barry: *Stop-motion : a cinematographic technique whereby the camera is repeatedly stopped and started.* Ava Book, 2010
- Schewe, Jeff: *The digital print : preparing images in Lightroom and Photoshop for printing.* , 2014
- Sonnenschein, David: *Sound design : the expressive power of music, voice, and sound effects in cinema.* Michael Wiese Productions, c2001
- Thompson, Kristin: *Film history : an introduction.* McGraw-Hill Higher Education, c2010