

COURSE OUTLINE

1. GENERAL

SCHOOL	APPLIED SCIENCES		
DEPARTMENT	DIGITAL MEDIA AND COMMUNICATION		
LEVEL OF STUDY	UNDERGRADUATE		
COURSE UNIT CODE	DMC 156	SEMESTER OF STUDY	1st
COURSE TITLE	INTRODUCTION TO IMAGE AND VIDEO EDITING		
COURSEWORK BREAKDOWN		TEACHING WEEKLY HOURS	ECTS CREDITS
Lectures		2	
Practice - Workshops		1	
Lab exercises		2	
Total		5	6
COURSE UNIT TYPE	Compulsory, General Course Infrastructure		
PREREQUISITES :	-		
LANGUAGE OF INSTRUCTION/EXAMS:	GREEK		
COURSE DELIVERED TO ERASMUS STUDENTS	Yes (in English)		
MODULE WEB PAGE (URL)	http://elearn.teikoz.gr/course/view.php?id=317		

2. LEARNING OUTCOMES

Learning Outcomes
<p>The purpose of this course is to cover the theory and key developments related to digital image and video processing for communicational purposes. The course focuses on laboratory exercises which will cover advanced processing techniques using image and video editing software. It also covers theoretical and practical issues regarding photograph and video capturing as well as camera video and studio equipment</p> <p>Upon successful completion of the course the students must be able to:</p> <ol style="list-style-type: none"> 1. To analyze the social implications and the role of photographic storytelling and narratives in video journalism, marketing and communication 2. Understand and apply the basic principles of image and video editing for publicity purposes. 3. Possess the basic knowledge about the image and video files (e.g calculating the size, file types, compression techniques, color models etc.) 4. To create integrated video and photographic projects 5. To present a specific theme and a narrative using digital video 6. To assess and select the appropriate tools and techniques for advanced shooting and image and video editing. 7. Decide upon techniques for producing integrated work on various multimedia platforms.
General Skills
<ul style="list-style-type: none"> - Teamwork - Critical thinking - Working in interdisciplinary field - Free, creative and inductive thought - Search, Analysis and Synthesis of data and information with the use of necessary technologies.

3. COURSE CONTENTS

<ul style="list-style-type: none"> • History of analog and digital image and analog and digital video • Analysis of the necessary equipment for photography and video shooting. • Analysis of the photo and video editing software • Principles in video and photo shooting • Color theory, light and perception • Digital Image features (video formats, file size calculation,, compression techniques etc.) • Bitmap and vector images • Digital video and animation details (video formats, size, compression techniques, types of animation, etc) • Advanced techniques in photo editing • Advances techniques in video editing • Incorporating photos and videos in various communication platforms • The role of image and video in journalism to marketing and communication
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4. TEACHING METHODS - ASSESSMENT

MODE OF DELIVERY	In-Class	
USE OF INFORMATION AND COMMUNICATION TECHNOLOGY	<p>Students work with word image processing software and video editing software</p> <p>Support of the learning process through multimedia video-lessons.</p> <p>Support of the learning process through the e-class platform.</p>	
TEACHING METHODS	Method description	Semester Workload
	Lectures	26
	Lab Exercises	26
	Practice - Workshops	13
	Project Work (non-compulsory)	35
	Personal Study	50
	Total Work Load for student with project work	150
	Lectures	26
	Lab Exercises	26
	Practice - Workshops	13
	Personal Study	85
	Total Work Load for student with project work	150
ASSESSMENT METHODS	<p>i. End of Semester Formal Examination (60-35%)</p> <ul style="list-style-type: none"> - Short answer questions - Essay questions - Questions of solving communication problems. <p>II. Presentation of Group Projects (0-25%)</p> <p>iii. Lab examination 40 %</p>	

5. RESOURCES

<p>- Recommended Book Resources:</p> <ul style="list-style-type: none"> • Adobe Creating Team (2013), Adobe Premiere Pro CS6 Step by Step, Giourdas Publications,, Athens
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- *Adobe Creating Team (2013), Adobe Photoshop CS6 Step by Step, Giourdas Publication., Athens*
- *Skopeteas I. (2010) The Video and Audio Recording, Publishing Julia Jima,*
- *Barry Hampe (2013) Production of documentaries and video Rinopoulos L. & Co., Athens*
- *Lykakis M. (2011) Digital Photography: Photoshop Lightroom, Academy of Creative Photography*
- *Colin Barrett (2007) Digital Video For Dummies, Kleitharimos Publications, Athens*
- *Kobre, Kenneth (2012) Videojournalism: multimedia storytelling, Focal Press, Waltham, MA*
- *Lancaster Kurt (2013) Video journalism for the web: A practical introduction to documentary, Taylor & Francis, Routledge, NY.*

-Συναφή επιστημονικά περιοδικά:

- *Sue Wallace (2009) Watchdog or witness? The emerging forms and practices of videojournalism, Journalism, Vol. 10, No 5, pp. 684-701.*
- *Limor Peer, Thomas B. Ksiazek (2011) YouTube and the challenge to journalism, Journalism Studies, 12(1),p. 45-63.*