

COURSE OUTLINE

1. GENERAL

SCHOOL	APPLIED SCIENCES		
DEPARTMENT	DIGITAL MEDIA AND COMMUNICATION		
LEVEL OF STUDY	UNDERGRADUATE		
COURSE UNIT CODE	DMC 336	SEMESTER OF STUDY	
COURSE TITLE	PRODUCTION OF DIGITAL BROADCASTING		
COURSEWORK BREAKDOWN		TEACHING WEEKLY HOURS	ECTS Credits
Lectures		2	
Practice - Workshops		1	
Lab exercises		2	
Total		5	5
COURSE UNIT TYPE	Compulsory, Special Course Infrastructure		
PREREQUISITES :	DMC 156		
LANGUAGE OF INSTRUCTION/EXAMS:	GREEK		
COURSE DELIVERED TO ERASMUS STUDENTS	Yes (in English)		
MODULE WEB PAGE (URL)	TBA		

2. LEARNING OUTCOMES

Learning Outcomes
<p>This course focuses on digital broadcasting technologies, the creation and operation of online TV channels and advanced techniques in video editing and post-production.</p> <p>Upon successful completion of the course the student must be able to:</p> <ul style="list-style-type: none"> • Analyze and evaluate digital video productions for targeted communication actions • Evaluate and compare the new technologies (hardware and software) that are used in capturing video or producing video. • Understand, evaluate and compare all the available technologies for constructing digital broadcasting studios and web TV studios. • Evaluate, compare and select the right tools and techniques for producing videos for communicating with targeted groups. • Create videos with advanced capturing and editing techniques using editing and post production software packages. • Compose stories using video (storytelling) to communicate with target audiences • Understand and compare different types of videos and different mediums (computer screens, smart phones etc) and their suitability for different communication purposes • Combine and advance in image editing and graphics creation tools taught in previous semesters for embedding images in video production projects • Understand and compare different types of 3D videos and 3D video capturing processing and display technologies • Adapt and upgrade his/her knowledge, taking into account the ongoing developments in technologies related to digital video productions
General Skills
- Teamwork

- Individual Work
- 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

- Digital Broadcasting principles
- Studio equipment, lighting, and digital productions
- Web TV technologies (hardware, **on-demand** services, webcasting or real-time streaming video κτλ)
- The functions and operation of the digital video camera. Capturing techniques Video (by camera or mobile devices) and transferring the digital video to various devices.
- The art of video editing, linear editing systems, non-linear editing systems
- Advanced editing techniques and adding advanced effects and animation with professional software packages (eg Adobe Premiere)
- Software and techniques of post-production. Adding special effects with software packages (e.g Adobe after effects)
- Capture audio (eg, narratives, interviews) and audio editing with the use of software packages (eg Audacity), integration and synchronization of audio and video images (narratives, music etc).
- Using storytelling to communicate with targeted audiences
- Innovative case studies about the use of video for communication purposes (advertisement, education, journalism etc)
- Publishing video in various formats and distributing a video project through various platforms (e.g online) and for various devices (e.g computers, mobile devices).

4. TEACHING METHODS - ASSESSMENT

MODE OF DELIVERY	In-Class	
USE OF INFORMATION AND COMMUNICATION TECHNOLOGY	Support of the learning process through the e-class platform.	
	Support through the use of video lessons	
	Students advance in image processing software and video editing software	
	Use of the WEB TV studio	
TEACHING METHODS	Method description	Semester Workload
	Lectures	26
	<i>Lab Exercises</i>	26
	Practice - Workshops	13
	Project Work (non-compulsory)	35
	Personal Study	50
	Total Work Load for student with project work	150
	Lectures	26
	<i>Lab Exercises</i>	26
	Practice - Workshops	13
	Personal Study	85
	Total Work Load for student with project work	150
ASSESSMENT METHODS	End of Semester Formal Examination (60-35%)	

	<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>
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5. RESOURCES

- Recommended Book Resources:

- Carlos, Chris K. Television Production (2011), Enastron Publishing services
- Carlos, Chris K. Video editing, (2010), Enastron Publishing services
- Nick Metallinos (2003), Production of television documentaries, Greek Publishing services.
- Chatzikaidas A., Mariouta L. (2010) Technology of Mass Media
- Kokonis M., Mpantimaroudis F. Paschalidis G. (2010) Digital Media: The culture of sound and performance. Kritiki Press
- Kung, L. Picard, R.G., Towse R. (2009) Internet Effect in Mass Media, Kondyli (in Greek).
- Owens Jim, Millerson (2012), Television Production, Focal Press, 15th edition
- Tony Silvia, Terry Anzur (2011), Power Performance: Multimedia Storytelling for Journalism and Public Relations, John Wiley & Sons, UK.

-Recommended Articles/Paper Resources:

- Oskar Juhlin, Arvid Engström, and Erika Reponen (2010). Mobile broadcasting: the whats and hows of live video as a social medium. In *Proceedings of the 12th international conference on Human computer interaction with mobile devices and services (MobileHCI '10)*. ACM, New York
- Pere Obrador, Rodrigo de Oliveira, and Nuria Oliver (2010). Supporting personal photo storytelling for social albums. In *Proceedings of the international conference on Multimedia (MM '10)*. ACM, New York, NY, USA, 561-570
- Brown Tim, Collins Steven (2010), What “They” Want from “Us”: Industry Expectations of Journalism Graduates, *Electronic News*, vol. 4 no. 2 **68-82**
- Jiangyan Zheng, Jiongzhao Yang, Hao Zhang, Lili Wang, Zhongkui Sun, Huan Xue (2011), Application of Digital Storytelling in Comprehensive Practice Activity Curriculums, *Information Computing and Applications*, Springer, pp 406-414.
- Neil Thurman and Ben Lupton (2008) Convergence Calls: Multimedia Storytelling At British News Websites, *Convergence: The International Journal of Research into New Media*, 14(4)