

General Information			
Course name KSSFaK/PTDME/11	Computer Technology and Digitalization of Media	ECTS Credits	5
		Semester	winter (2nd , 3rd year BA)
* language of instruction – English			
Aims			
<p>By the end of the course students should be able to obtain the most used computer technologies in audiovisual production (concerning mainly the advertising and media).</p>			
Contents			
<ol style="list-style-type: none"> 1. Graphic formats 2. Formal structure and composition in audiovisual production 3. Principles of Movie and television cameras, video sequences, ND filter, White balance, Histogram, Lenses, sound recording, specific recording formats 4. Image (shot) composition in audiovisual production 5. Vector graphics (logotype, advertisement designing): Adobe Illustrator CS5 6. Application of vector graphics in advertising and media. 7. Raster images and parameters (retouching and photomanipulations): Adobe Photoshop CS5 8. TV director’s studio, characteristics, effects and transition effects 9. Graphic designer’s requirements in advertising and media 			
Evaluation			
<p>Continuous assesment: 50% Final assesment: 50%</p>			
Bibliography			
<p>MONACO, J. 2000. <u>How to Read a Film: The World of Movies, Media, and Multimedia</u>. 3rd ed., New York: Oxford University Press, 2000. ISBN: 019503869X</p> <p>Mammer, B., Film production technique. Creating the Accomplished Image. Cengage Learning, 2006.</p> <p>Manuals to the products Adobe Master Collection CS5.</p>			

