

DISCIPLINE DESCRIPTION

1. Information about the program

1.1 Higher education institution	BABEȘ-BOLYAI UNIVERSITY
1.2 Faculty	FACULTY OF POLITICAL, ADMINISTRATIVE AND COMMUNICATION SCIENCES
1.3 Department	JOURNALISM DEPARTMENT
1.4 Field of study	COMMUNICATION SCIENCES
1.5 Level of study	BACHELOR
1.6 Study program / Qualification	JOURNALISM

2. Information about the discipline

2.1 Discipline title	Alternative Media						
2.2 Course lecturer	Lect. dr. Andrei Costina						
2.3 Seminar assistant	Lect. dr. Andrei Costina						
2.4 Year of study	1	2.5 Semester	2	2.6. Evaluation type	C/V	2.7 Discipline type	OP

3. Total estimated time (hours of didactic activities per semester)

3.1 Number of hours per week	2	of which: 3.2 course		3.3 seminar/laboratory	2
3.4 Total hours in the study plan	28	of which: 3.5 course		3.6 seminar/laboratory	28
Time distribution:					hrs
Studying the manual, course reader, bibliography and notes:					21
Supplementary documentation in the library, on electronic platforms and in the field:					20
Preparing seminars/laboratories, homework, syntheses, portfolios and essays:					45
Tutorials					
Examinations					
Other activities:					
3.7 Total hours of individual study	86				
3.8 Total hours per semester	134				
3.9 Number of credits	3				

4. Prerequisites (where applicable)

4.1 based on the curriculum	•
4.2 based on competences	• Basic computer knowledge

5. Conditions (where applicable)

5.1 for the course	• A minimum number of 10 students enrolled in the practical course
5.2 for the seminar/laboratory	• A minimum number of 10 students enrolled in the practical course

6. Accumulated specific competencies

Professional competencies	<ul style="list-style-type: none"> • The ability to use audio and video recording equipment and software editing tools to professional standards. • (C6.1) Putting into practice basic concepts for the production of a section from a publication or a show according to professional standards. • (C2.2) Evaluation of certain audiences according to specific parameters, taking into consideration the relationship between the medium and the target audience. • (C6.2) Establishing certain journalistic targets according to the needs of the audience. • (C6.5) Using technology to elaborate a professional media project.
Transversal competencies	<ul style="list-style-type: none"> • (CT 2) The ability to work as a multidisciplinary team efficiently, within a hierarchical structure.

7. Discipline objectives (from the accumulated competencies grid)

7.1 General objective	<ul style="list-style-type: none"> • General knowledge about the recording equipment and techniques both in audio and video editing, use of software and devices, as well as the ability to generate specific media products.
7.2 Specific objectives	<ul style="list-style-type: none"> • Understanding the structure and specifics for a professional standard media product. • The ability to work with audio and video, from early recording to the final product. • Understanding how specific publics work and how to address them. • The ability to deliver such products in order to meet certain deadlines.

8. Contents

8.1 Course	Teaching methods	Observations
Bibliography		
8.2 Seminar / laboratory	Teaching methods	Observations
1. Introduction	Explanation, Demonstration, Examples	Course presentation. Basic notions. What is audio editing and what are its uses. Audio and video editing in news/television and cinema. differences.
2. Audio editing	Explanation, Examples, Discussion	Definitions, basic notions, the impact of technological evolution on audio editing. Audio formats, transferring from any recording device to digital storage.

3. Sound recording and storage equipment, techniques and how to.	Explanation, Demonstration, Discussion, Individual work	What sound is and how to capture it in various situations. How to get the best recording. Ways to acquire and store sound. Frequency, amplitude and sample rate. Interformat conversion. Using different equipment to get the best results.
4. Audio editing software	Explanation, Demonstration, Discussion,	How to use audio editing software, GUI and tips. Basic audio editing.
5. Editing with Cool Edit and its successors in the Adobe Creative Suite	Explanation, Demonstration, Discussion, Video	How to make the best use of the interface. Viewing sound, general presentation of the workspace with tools and menus, history and branching of the software to specialized areas. Specific usage of Adobe Audition and Adobe Soundbooth.
6. Audio editing techniques	Explanation, Demonstration, Discussion, Individual work	Editing raw audio, sound parameters and how to correct them for broadcast ready. Types of noises, using filters. Saving to a specific format. Single track and multitrack editing. Transitions, adjustments in multitrack, using sound databases. Each student is to work hands on with audio editing software.
7. Touching up an audio clip, FAQ and mistakes	Explanation, Demonstration, Discussion	Defining frequent mistakes in audio editing. Best formats for broadcast. The harmony of a well illustrated story. Using compressors and compressions.
8. Video editing	Explanation, Demonstration, Discussion, Team work	Basic concepts in video editing, technology and video editing, recording and acquiring footage. Resolution, aspect ratio, colour formats, conversions. Practical team work
9. Video editing software – Editing with Adobe Premiere	Explanation, Demonstration, Video,	Examples of video editing software, advantages and disadvantages, the

	Discussion	difference between open source and proprietary (low cost and expensive). Industry standard Premiere, interface and workspace, tools, menus and general presentation.
10. Video editing techniques	Explanation, Demonstration, Discussion, Individual work	Editing raw video, image parameters and how to correct them for broadcast ready. Video track and audio track, putting image and sound together. Saving a project and saving a file in a certain format. Working with multiple sequences and tracks. Transitions, text and still images in the video. Points of interest, colours, transparency.
11. Special effects	Explanation, Demonstration, Individual work	Adding effects in Adobe After Effects. Animating a static image. Combining Adobe Photoshop and video. Working with layers and frames. Customizing effects and batch files. Exporting a sequence into a video.
12. Touching up a video clip, FAQ and mistakes	Explanation, Demonstration, Video, Discussion	Defining frequent mistakes in video editing. Best formats for broadcast. The harmony of a well illustrated story. Correction of camera mistakes and filming errors.
13. Matching audio-video content to a specific journalistic genre	Explanation, Demonstration, Discussion, Video	Short overview of radio and television formats, specific characteristics of the final product. Different approaches and scenarios, discussion on how to better each final product.
14. Colloquium	Student presentations Discussion	Analysis of student productions, feedback, touching up portfolios.

Bibliography

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- Bertrand, Claude-Jean, O introducere in presa scrisă și vorbită, Traducere coordonată de Mirela Lazăr, Editura Polirom, Iași, 2001.
- Grosu Popescu, Eugenia, Jurnalism radio – Specificul radiofonic, Editura Teora, București, 1998.
- Warren, Steve. Radio: the book. San Diego: Elsevier Inc., 2005.
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- Thompson Roy – Grammar of the Edit, media manual, Focal Press, Londra, 2008.
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- Abrams Nathan, Bell Ian, Udriș Jan, Studying Film, Arnold, Londra, 2001.
- Baker Maxine, Documentary in the Digital Age, Focal Press, Londra, 2006.
- Crittenden Roger, Fine Cuts: The Art of European Film Editing, Focal Press, Londra, 2006.
- Kellner Douglas, Cultura media, Institutul European, Iași, 2001.
- Millerson Gerald – Effective TV Production, media manual, third edition, Focal Press, 2000.
- Mirzoeff Nicholas, The Visual Culture Reader, 2002.
- Rosenthal Alan, Writing, Directing and Producing Documentary Films and Videos, Southern Illinois University Press, 2002.
- Shook Frederick – Television Field Production and Reporting – second edition, Longman Publishers, USA, 1997.

9. The corroboration of discipline contents with the expectations of epistemic community representatives, professional associations and representative employers in the study program's corresponding field

- Audio and video editing abilities are a much sought after set of skills both on national and international markets, especially in this context of rapid technological development. There are very few professionals in this field and the students that will develop these skills have a much better chance at success both as a journalist or as a dedicated specialist in the field.

10. Evaluation

Type of activity	10.1 Evaluation criteria	10.2 Evaluation methods	10.3 Weight in final mark
10.4 Course			
10.5 Seminar/laboratory	Specific knowledge of this domain	Colloquium	15%
	A portfolio of edited final products, individual or team work, that meets industry standards	Presentation of a portfolio of edited stories that are up to contemporary industry standards. Students may group in teams up to 5 persons.	85%
Attendance is compulsory for at least 12 of the 14 scheduled courses.			
Fraud / plagiarism are sanctionable under the Babes-Bolyai University regulations.			
10.6 Minimum performance standard			
Understanding and being able to operate with recording and editing equipment and software. Being able to use this knowledge concepts to evaluate media products and to create them.			

Date

Course lecturer signature

Seminar assistant signature

26.09.2013

Lect. dr. Andrei Costina

Lect. dr. Andrei Costina

Date of approval in the Department

Head of department's signature

26.09.2013

Prof. univ. dr. Elena Abrudan

