DISCIPLINE DESCRIPTION

1. Information about the program

1.1 Higher education institution	BABEŞ-BOLYAI UNIVERSITY
1.2 Faculty	FACULTY OF POLITICAL, ADMINISTRATIVE AND COMMUNICATION SCIENCES
1.3 Department	Communication, Public relations and advertising
1.4 Field of study	COMMUNICATION SCIENCES
1.5 Level of study	MASTER
1.6 Study program / Qualification	PR and advertising

2. Information about the discipline

2.1 Discipline title	**Multimedia Projects** (UME3100)						
2.2 Course lecturer		Andrei Costina					
2.3 Seminar assistant		Andrei Costina					
2.4 Year of study	1	2.5 Semester	2	2.6. Evaluation type	C	2.7 Discipline type	OB

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

3.1 Number of hours per week	3	of which: 3.2 course	2	3.3 seminar/laboratory	1
3.4 Total hours in the study plan	42	of which: 3.5 course	28	3.6 seminar/laboratory	14
Time distribution:					hrs
Studying the manual, course reader, bibliography and notes:					36
Supplementary documentation in the library, on electronic platforms and in the field:					18
Preparing seminars/laboratories, homework, syntheses, portfolios and essays:					36
Tutorials					16
Examinations					2
Other activities:					

3.7 Total hours of individual study	108
3.8 Total hours per semester	150
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	• Projector, laptop, sound system
5.2 for the seminar/laboratory	• Computer lab

6. Accumulated specific competencies

Professional competencies	• Identifying and critical thinking about media, multimedia and cross-media issues applicable in the online environment, as well as ways to efficiently communicate using this medium. • (C2.1)Understanding theories regarding technologically mediated communication. • (C3.1)Identifying and using the main theories concerning media communication, target audience segmentation and the dynamics of various types of audience: **reception theory, encoding/decoding, uses and gratifications, popular formats and audience segments** • (C5.5)Creating products for the media using multiple tools in order to combine various types of media (identifying the story, documenting it, assuming a specific angle of approach and using various journalistic genres to finish the product).
Transversal competencies	• (CT 1) Providing a resolution for professional situations taking into account efficiency but also ethics and deontology. • (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	• The understanding of the concept of multimedia, starting with text and reaching complex online platforms, as well as the techniques involved in creating such media products.
7.2 Specific objectives	• Understanding the Web and the Internet. • The ability to create media content for the web. • The ability to use digital means of mass communication. • Understanding how specific publics work and how to adress them. • The ability to deliver and distribute such products to these publics.

8. Contents

8.1 Course	Teaching methods	Observations
1. Introduction	Explanation, Examples	Course presentation. Basic notions. What is the Internet, the Web, what do we use it for and what is the structure of the global network. What multimedia with examples.
2. A short history of the Internet, the Web an methods of media delivery	Explanation, Examples, Discussion	The impact of the technological revolution on media. The Internet in Romania. Stages of development of the online environment and its social

			implications. Correlating technology with social systems.
3. Art and media, creating products	Explanation, Demonstration, Discussion,		Definitions and examples, contextualizing the specific notions regarding the idea of multimedia.
4. Basic audio editing	Explanation, Demonstration, Discussion,		Definitions, basic notions, the impact of technological evolution on audio editing. Audio formats, transferring from any recording device to digital storage.
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. Basic video editing	Explanation, Demonstration, Discussion		Basic concepts in video edititng, technology and video eding, recording and aquiring footage. Resolution, aspect ratio, colour formats, conversions. Practical team work
7. Video editing software – Editing with Adobe Premiere	Explanation, Demonstration, Video, Discussion		Basic concepts in video edititng, technology and video eding, recording and aquiring footage. Resolution, aspect ratio, colour formats, conversions. Practical team work
8. Various types of multimedia	Explanation, Demonstration, Discussion		Introducing different types of content in combining media. The classical and the new, various types of multimedia. The evolution of sites: search engines, indexes, portals and directories.
9. Mobile platforms and Multimedia	Explanation, Demonstration, Video, Discussion		Definitions and theoretical background. Operating systems and their limitations concerning media consumption. The influence of mobility upon

		both producers and users of the online world.
10. From Installations to virtual reality	Explanation, Demonstration, Discussion	The transgression from the physical world to the digital, levels of immersion and interactivity, using multiple types of media in the online environment.
11. Tools of the trade in creating multimedia content	Explanation, Demonstration, Video, Discussion	Specialised software, multimedia management systems. How to integrate multimedia in web content. Building a story for multimedia.
12. Interfaces and interaction, from browser to enhanced reality	Explanation, Demonstration, Discussion	Creating interfaces and developing interctivity. Working on interactive stories using digital interfaces, the classical way and the "new wave" of enhanced reality and wearable devices.
13. Open session	Discussion, Video	Discussion based on the assignments of the students and their progress in newsmaking throughout the semester, feedback and recommendations for final evaluation.
14. Colloquium	Student presentations Discussion	
8.2 Seminar / laboratory	Teaching methods	Observations
The internet, the web, multimedia and their role in the evolution of communication	Explanation, Demonstration, Discussion	Starting from the history of the internet, each student is to develop ideas concerning the changes the global network and the the web have brought on a communicational level.
Different types of media combining and using them efficiently	Explanation, Demonstration, Discussion, Individual and teamwork	Examples of how to use various platforms. Using cross-media principle. Working as a team in an online environment.
Typologies: of multi/cross/virtual media products	Explanation, Discussion	Defining product categories and distribution environments in correlation with target audience and the most effective way to create such products and distribute them.
Online multimedia products evaluation	Explanation, Individual work	Every student is to asess a certain online media

		product evaluating it according to a certain set of criteria.
Creating online multimedia products, adapting interfaces	Explanation, Individual work	Every student is to create multimedia products for the online environment. Audio-visual stories for the web are a minimum standard.
Using specific tools and mobile platforms	Explanation, Demonstration, Discussion	How to operate with the tools of the trade and how to make the best of media consumption dedicated devices.
Final session	Student presentation	Finishing up on portofolios, feedback, making final adjusments to the products before evaluation.

More information and readers on fspac.ubbcluj.ro/moodle

Bibliography
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- Garand, Timothy, Writing for Multimedia and the Web, Focal Press, Oxford, 2006.

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- Mizuko Ito, *Introduction.* In KazysVarnelis (Ed.) *Networked Publics.* Cambridge: MIT Press, 2008.

- Musser, John; O'Reilly, Tim; The O'Reilly Radar Team. *Web 2.0. Principles and Best Practices.* O'Reilly Media Incorporated, 2006.

- Nielsen, Jakob, Prioritizing Web Usability, New Riders Press, Berkeley CA, 2006.
- Soukup, Charles. *Computer-Mediated Communication as a Virtual ThirdPlace: Building Oldenburg's Great Good Places on the World Wide Web*. New Media & Society Vol. 8. Nr. 3, Iunie 2006.

http://www.livinginternet.com

http://www.internetarchive.org

www.pewinternet.org.

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

- Future media professionals are expected to understand and be able to use all forms of media. Multimedia is just another step in working as a professional communicator in the digital realm. Creating various types of content for the online audiences is a sine qua non condition for a successful journalist since there are no more forms of journalism that deal with current events that do not have

an online counterpart. It is vital for a professional to be able to operate in this environment as well.

10. Evaluation

Type of activity	10.1 Evaluation criteria	10.2 Evaluation methods	10.3 Weight in final mark
10.4 Course	The level of theoretical knowledge after finishing the class, going through the readers and some of the bibliography. The ability to operate with these concepts and to define them separating one from another.	Examination	50%
10.5 Seminar/laboratory	The ability to create multimedia content for the web and meeting deadlines.	Assignment portofolio, turned in throughout the semester	50%
Attendance is compulsory for at least 10 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 terms linked to but not limited to: web, internet, online, multimedia, interfaces, mobile devices and audiences. Being able to use theoretical concepts assess the value of an online multimedia product and to create them with focus on interactivity and using dedicated interfaces.			

Date   Course lecturer signature   Seminar assistant signature

September 2017   ....

Head of department's signature

Prof. univ. dr. Ioan Hosu