

DESCRIPTION OF THE STUDY SUBJECT

Title

MULTIMEDIA PRACTICE

Scope of the subject

Semester	Mode of studies	Structure*		Total number of hours	Number of credits	Group and type of subjects
		PR	S			
V	Full-time	180	60	240	9	Compulsory practice of the study field in the enterprise
VII	Part-time	180	60	240	9	

*L – lectures, PS – practical activities, seminars, LW – laboratory work, PR – practice, CP – course paper, C – consultations, S – self-study

Aim of the subject

To analyze the needs of the organization for multimedia products, to prepare the product implementation plan, to select hardware and software for its implementation, to apply knowledge and abilities combining different media technologies.

Necessary background knowledge for studying the subject

Students shall have heard subjects audio and video technologies, computer graphics and visualization, web technologies, programming, database management, graphic design.

Content of the subject

Title of the topic and description of the content	Number of contact hours	S	Total number of hours
	PR		
1. The analysis of the needs of the organisation. The analysis of task performance methods.	6	4	10
2. Choice of software and hardware.	4	2	6
3. Creation of a scenario for a video, audio clip. Filming, processing of video and audio episodes, use of effects, titration.	60	16	76
4. Development of two-dimensional and three-dimensional graphic elements, animation, hosting on a website.	60	8	68
5. Development of Internet advertising elements.	32	8	40
6. Hosting of CMS or created web site on a remote server.	8	6	14
Preparation and defence of the practice report	10	16	26
Total number of hours	180	60	240

Assessment of learning outcomes

Ten-point criteria-based assessment system is applied. The final mark (FM) of the practice consists of the sum of marks for performance of practice assignments and for the defence of the practice report (DPR), multiplied by weighted coefficients.

$FM = 0,4 AE + 0,4 AC + 0,2 DPR$, where AE – assessment of the head of the enterprise / organisation, AC – assessment of the head of the college.

Recommended literature

No.	Year of publishing	Author(s) and title of the publication	Publishing house and / or internet link
1.	2016	3DS Max Tutorials	http://www.tutorialspoint.com/listtutorials/3ds-max/1
2.	2015	Adobe After Effects CC	https://helpx.adobe.com/after-effects/tutorials.html
3.	2014	Šepetienė N. Kompiuterinė animacija Adobe Flash programa.	Vilniaus dailės akademija
4.	2013	Šliogerienė S. Reklamos gamybos technologijos. Mokymo priemonė su praktinėmis užduotimis	VšĮ Socialinių mokslų kolegija
5.	2013	Austerberry David. The technology of video and audio streaming.	Abingdon: Focal Press
6.	2012	Owens J., Millerson G. Television production.	Focal Press
7.	2010	Bakutienė V., Palepšaitis S., Sluckuvienė Z. Studijų darbų techninė dokumentacija	Šiaulių valstybinės kolegijos Leidybos centras

Institution: Šiauliai State College
Study programme: Multimedia Technologies

Practice organisation procedure and description of the workplace

Practice is done in organisations, which create conditions for the student to develop the multimedia product. The student's workplace shall be equipped with a computer with the operating system, software and hardware which is suitable for performance of practice activities.

The description prepared by:

Lecturer Jovita Urnikienė