

## **VIDEO JOURNALISM - ER-MEDI-BA-20212201-01**

(Media Design BA 3 - 2021-22 Autumn Semester)

Course leader: Miklós Erhardt DLA, associate professor

### **Course Description**

Goals and basics:

Based on individual research, the students are to choose a theme which they will process into a short piece of video-journalism to be published on-line when the assignment terminates. The piece shall present the given theme through interviews, documentary footage and, optionally, with infographics, and will have to demonstrate the students' knowledge of, and capacity to apply, the visual and editing principles of present-day video journalism.

The goal of the assignment is to make the students able to process everyday phenomena of urban public life in audio-visual, internet conform format, hence to, on the one hand, increase their social sensitivity and responsibility and, on the other, to enable them to produce autonomously, with minimal technology, works ready to be published on-line.

In the process, the focus will be on strengthening the students' autonomy in problematizing and designing. Part of the course are the research for forms of communication suitable for diverse target groups; the study of the history of social media communication in the widest sense; and providing practical knowledge as to production phases and processes of professional on-line audio-visual content providing.

Topics of the course:

- History, genres, techniques, editing principles, practices of video-journalism and its place in on-line communication
- Methods, technologies and attitudes of interviewing
- Social sensitivity
- Functional data visualization
- Medium awareness
- Critical thinking

Process of the course, duties of the students:

- The introduction of the assignment will happen through lectures, seminars (optimally with practicing video-journalists), joint viewing and discussing of inspirational material, and situational exercises.
- on 28th September (Milestone 1) the students will present their theme to the group.
- for 12th October (Milestone 2) they prepare a minimum 5000 n paper elaborating on their theme which also contains: a production plan for the remaining time of the semester; a list of the interviewees they intend to work with; a moodboard.

The presentations and the papers will be assessed.

- In the following time the students will work individually, with regular tutorials with the course leader that are open for the whole group to attend to.
- in the last class before the preparational week, the students present their work (in the given stage of production) to the group and discuss each-other's development (Milestone 3).

Assessment

Requirements:

- active presence at the classes

- keeping to Milestones
- delivering the assignment (in H264 1920×1080 25p; proposed length between 2,5 and 8 mins)

Mode of assessment:

The final grades will be given at the end of semester assessment.

Criteria of the grades:

- quality of the research and of the paper;
- coherence and consistency of the design process;
- activity at classes and consultations;
- professional quality of the assignments.

Calculation of the grades:

- coherence of the process - 25%
- grade given to paper - 25%
- activity - 25%
- quality of assignment - 25%