Electronic advertising project - course description

General information

Course name	Electronic advertising project
Course ID	15.3-WE-BizElP-EAP-Er
Faculty	Faculty of Computer Science, Electrical Engineering and Automatics
Field of study	E-business
Education profile	practical
Level of studies	First-cycle Erasmus programme
Beginning semester	winter term 2021/2022

Course information

Semester	2
ECTS credits to win	1
Course type	obligatory
Teaching language	english
Author of syllabus	• dr inż. Łukasz Hładowski

Classes forms

The class form	Hours per semester (full-time)	Hours per week (full-time)	Hours per semester (part-time)	Hours per week (part-time)	Form of assignment
Project	15	1	-	-	Credit with grade

Aim of the course

Teaching the principles of practical creation of marketing medias. Giving the principal skills in acquisition and digital processing for the digital pictures, video and audio.

Giving the principal skills in the online publishing of the media content.

Prerequisites

Pass of the **Digital advertising** class prior to the enrollment for the course**.**

Scope

Making a digital video about a topic and business requirements given by the instructor. The video must include:

- practical use of the greenscreen,
- proper selection and use of fonts, taking into account the rules of typography,
- correct mixing of the sound, including noise reduction and ensuring an appropriate volume levels.

Creating a leaflet that supports the topic of the video. The work must include:

- photographs taken by the course participant,
- proper processing of the photographs in accordance with the business requirements,
- proper color management throughout the process.

Working with assets with a particular emphasis for the copyright.

Teaching methods

Project - practical work at the computer lab and self-study and work at home

Learning outcomes and methods of theirs verification

Outcome description	Outcome symbols	Methods of verification	The class form
Knows basic copyright rules and is aware of law constraints for photograhps.		• a preparation of a project	• Project
Can prepare and publish audio-visual material compliant with pre-specified requirements		• a project	• Project
Knows basic photography rules and can use a digital camera for macro photography and pack shots. Can use a digital video camera for making a simple commercial.		• a project	• Project
Knows basic kinds, parameters and rules for choosing input and output devices. Understands the meaning of: lens focal length, aperture, depth of field, ISO sensitivity.		• a project	• Project

Assignment conditions

Project - the final grade is calculated as a weighted average for all course elements and its presentation. Weights of grade are: 25% for visual side of the project, 50% - adherence to the business goals and copyright, 25% - technical correctness of prepared materials.

Recommended reading

1. The Non-Designer's Design Book, Williams, R., Peachpit Press, 4th Edition, 2014,

2. Ball, J., Carman, R., From Still to Motion: A photographer's guide to creating video with your DSLR, Ball, J., Harrington, R., Carman, R., Gottshalk, M., New Riders, 2010,

3. Freeman M., The Complete Guide to Light & Lighting in Digital Photography, Lark Photography Book, 2006

Further reading

1. Varis, L., The Complete Guide to Digitally Lighting, Photographing, and Retouching Faces and Bodies, Sybex, 2010,

2. Katz, B. Mastering Audio, Third Edition: The Art and the Science, Focal Press, 2013.

Notes

Modified by dr hab. inż. Marek Kowal, prof. UZ (last modification: 12-07-2021 11:41)