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| **Course code:** PRODO506 | **Course name: Producing for new technologies and media I** |
| **Cycle:**  | **Study year: III** | **Semester: V** | **ECTS:** 2 |
| unsa logo transparent**Study mode: Obligatory** | **Total hrs. number: 30**Lectures: **15**Laboratory/practical exercises: 15 |
| **Teaching participants** |  |
| **Enrolment preconditions:** | - |
| **Course goal(s):** | Mastering concepts related to new media theory and practices, understanding the context of new media throughout the 20th century, understanding technological conditionality of development of the complex relation between form and meaning that characterises digital media. |
| **Thematic units:***(if needed, the weekly work schedule is established taking into account the organizational units’ peculiarities)* | The course focuses on defining key concepts in new media practice, beginnings of its development, and conditionality and characteristics of new media language. Eight new media propositions are specifically addressed, as well as the myth of the digital and the myth of interactivity, as introduced by Lev Manovich.During the semester, the students prepare a seminar paper on basic concepts in media practice; other assignments include reports on reference reading, presentations, etc. |
| **Learning outcomes:**  | Students get introduced to basics and chronology of electronic media development and they acquire key concepts in the field of media production practice. |
| **Teaching methods:**  | Lectures, exercises, workshops, case studies, master classes, individual exercises, tests, practical group work, consultations. |
| **Knowledge assessment methods with grading system[[1]](#footnote-1):**  | Students’ activity is monitored by assigning points for every form of activity and by knowledge assessment during the semester, and on the final written exam.

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| **Ord. no.** | **Monitoring elements**  | **Number of points** | **Share in grade (%)** |
| 1. | Attendance  | 10 | 10 |
| 2. | Student engagement | 10 | 10 |
| 3. | Seminar paper | 35 | 35 |
| 4. | Final exam | 45 | 45 |
| Total: 100 points | 100% |

Students’ knowledge assessment is organised in exam periods stipulated by the academic calendar. Students who met the 55% criterion and performed other forms of activities during the semester (attendance, engagement, seminar paper) completed their duties under the course. The teacher formulates the final grade on the basis of all assessment elements. Students’ final success, following all forms of knowledge assessment, is evaluated and graded as follows:a) 10 (A) - outstanding success, carries 95-100 points;b) 9 (B) - above average, carries 85-94 points;c) 8 (C) - average, carries 75-84 points;d) 7 (D) - generally good, however with more significant flaws, carries 65-74 points;e) 6 (E) - fulfils the minimum criteria, carries 55-64 points;f) 5 (F, FX) - does not fulfil the minimum criteria, less than 55 points. |
| **Literature[[2]](#footnote-2):**  | **Compulsory:** William Gibson: *Neuromancer*Noah Wardrip Fruin, Nick Montfort: *New Media Reader* W. T. Gordon: *McLuhan - A Guide for the Perplexed*M. McLuchan: *Medium is the Message*Lev Manovich: *Language of New Media* Lev Manovich: *Metamediji, izbor tekstova***Optional**:Selected for seminar paper topics. |

1. **The system of points and the grading criteria for each subject shall be defined by the organizational unit’s Council prior to the commencement of the academic year in which the teaching activity is performed in accordance with the Article 64, paragraph 6 of the Sarajevo Canton Law on Higher Education.** [↑](#footnote-ref-1)
2. **Acting on behalf of the higher education institution as a public institution, the Senate or organizational unit Council respectively, shall define the mandatory and recommended textbooks and manuals list as well as the other recommended literature as a basis for preparing and taking the examination by rendering a special Decision which is to be published on their websites before the start of the academic year in accordance with the Article 56, paragraph 3 of the Sarajevo Canton Law on Higher Education.** [↑](#footnote-ref-2)