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| **Course code:** PRODO606 | **Course name: Producing for new technologies and media II** |
| **Cycle:**  | **Study year: III** | **Semester: VI** | **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 the terminology and understating of technical and theoretical concepts of producing for new media in contemporary media industry. |
| **Thematic units:***(if needed, the weekly work schedule is established taking into account the organizational units’ peculiarities)* | The course focuses on defining contemporary concepts and models that emerged from new media practice, and on conditionality and characteristics of new media language.Specific focus is on artistic and media practices, and on the understanding of development of media and new media art as criticism of the media. From the producing aspect, differences between professionally produced contents and user generated contents are analysed, as well as differences between producers and consumers. Specific focus is on *copyright* and new media. *Copyleft* is introduced and analysed as a concept*.* |
| **Learning outcomes:**  | Students get introduced to the relevant terminology and acquire understanding of technical and theoretical concepts of producing for new media in contemporary media industry. |
| **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:** Marie Gilespie, Jason Toynbee: *Analysing Media Texts* Zbornik tekstova *BIOMATIK* (izdavač kuda.org) Peter Lunenfeld: *The Digital Dialectic – New Essays on New Media***Optional:** Andrew Darley: *Visual Digital Culture – Surface Play and Spectacle in New Media Genres*Agentur BILWET: *Arhiv medija* |

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)