

BASIC INFORMATION:

	<i>Code</i>	<i>Content</i>
Organizational unit	01.07.300.	College of Information Technologies
Abbreviation		FIT
Department	01.06.060.	DEPARTMENT OF COMPUTER GRAPHICS AND DESIGN
Course/module title	2.09.07.021.	Television Advertising

TYPE OF SUBJECT:

Functional area	Specialist
Level of abstraction	Basic
Type of course-obligation	Mandatory

COURSE REGISTER:

	<i>Code</i>	<i>Content</i>
Scientific area	1.0.0.	Natural sciences
Scientific field	1.2.0.	Computers and IT
Narrow scientific area	1.2.1.	Computer sciences

COURSE DESCRIPTION:

Educational and professional goals	Acquisition of basic knowledge and skills in the field of television advertising; Introduction to the latest concepts and techniques of making television commercials, the process of recording and working with television media;
Competences/educational outcomes	With the acquisition of the necessary knowledge, the student is trained to evaluate production projects for television advertising. Also, the student masters the knowledge about the production process and the necessary technical and human resources to successfully carry out the project. Through practical examples, the student will be introduced to the techniques used in the recording of television commercials.
Mastered skills:	Successful dialogue with production companies and film crews, as well as for the supervision and work on the recording of television commercials.
Course content:	Theoretical lessons <ul style="list-style-type: none"> • Production house: functions and relations with the advertising agency; • Executive production; • Directing: basic concepts; • Casting: selection of actors and models; • Selection of locations and creation of scenography; • Technical needs of camera and sound; • Recording; • Post-production of the image; • Postproduction of sound; • Broadcasting. Practical lessons

	Practice in order to apply theoretical knowledge: processing examples from practice and case studies; making exercises and practical tasks.
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COURSE METRIC:

ECTS	Teaching activities (classes)					Individual work		TOTAL working hours	
	Contact lessons		Exercise trainings	Seminar and stud. papers	Pedagogical workshops	Prof. and clin. practice	Individual and group study		Research
	R	E							
5	20	10			24	24	66	6	150

Lecture languages				
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PREREQUISITES FOR ACCESS

Code	Course/module title	Grade	Description of conditions (additional)
2.09.04.001.	Visualization of the propaganda message		

COURSE METHODOLOGY

Interactive lectures and exercises, work on project tasks, consultations.

- 30 contact lessons for regular students
- 24 hours of pedagogical workshops
- 24 hours of internship
- 6 hours of research

Lectures according to the established schedule with the use of modern presentation and demonstration tools and techniques with the application of interactive methods of working with students, which provides insight into their prior knowledge and specific experiences based on the issues, but also insight into the continuity of mastering the material.

Lectures are conducted using didactic and educational content in electronic and digital form (which includes recorded lectures and mentoring exercises) on various video presentation media (interactive multimedia optical media).

Application of **information and communication technologies (ICT)** that enable students through Computer Assisted Learning & Research to achieve an active relationship in the process of acquiring knowledge with the help of computer and communication technology, to achieve deeper interaction with teaching content and application of research techniques the very process of acquiring knowledge.

The exercises are intended for practical processing of materials in the field of television advertising. The content of the exercises is accompanied by thematic units of lectures. They are accompanied by adequate graphic examples and multimedia presentations. During the exercises, the student has the obligation to consult with the heads of the competent Department of Computer Graphics and Design.

STUDENT EVALUATION

No.	Evaluation type	Partial/ Final	Optional/ Mandatory	Perc. of part.
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01	Participation in contact work - interaction in lectures	Pre-exam obligation	Mandatory	10
02	Practical teaching	Pre-exam obligation	Mandatory	20
03	Making a presentation and oral presenting of a production advertising project	Pre-exam obligation	Mandatory	35
04	Writtent exam	Final	Mandatory	35

LITERATURE/RESOURCES (listed in order of importance)

Author (name and surname)	Publication title	Publ. seat	Publisher	Issue year	Type of publ.*
a/ Basic literature					
Đokić Maja	Koncepti i tehnike izrade televizijske reklame (anthology)	Belgrade	Elite College	2010	coursebook
	Televizija	Belgrade	Clio	2000	
Tadić D.	TV Reklama	Belgrade	Spekturum	2006	
b/ Additional literature					
c/ Other resources - journals					
Author name and surname (if the resource is an article)	Journal title	Publ. seat	Publisher	Issue year	Type of journal
d/ Other resources – Internet (WEB) resources					
Website	Webpage	Paper title/hyperlink	Read		
(*)Type of publication (coursebook, script, compendium, multimedia)					