

MEDIA TECHNOLOGY

Code	Type (compulsory/optional)	Cycle	Year of study when the component is delivered (if applicable)
TPV(SK)/2-1	Compulsory	I	1
Semester/trimester when the component is delivered	Number of ECTS credits allocated	Language of instruction	Mode of delivery (face-to-face/distance learning/...)
2	5	LT, EN	Face-to-face/distance learning
Learning outcomes			
LO1. Knows the media technologies used in the tourism sector and can apply them in planning and organizing tourism services, solving the problems of the tourism business enterprise. LO2. Can create photographs using modern photographic techniques. LO3. Knows and can apply computer graphics hardware and software tools. LO4. Can create video material (presentations, interactive maps, animation, footage, etc.) and use it in the organization of tourism services.			
Prerequisites and co-requisites (if applicable)			
Prerequisites		co-requisites	
Course content			
1. Introduction. Media technologies and their use in the tourism services organization sector. Multimedia projects. Hardware and software tools and their capabilities. 2. Principles of image formation, transmission and storage. Principles of digital photography. Photographic technologies. 3. Basics of graphic design. Raster and vector graphics. Color matching and features of graphic design. 4. Presentation creation tools and methods. 5. Creating interactive maps. 6. Computer animation. Creating animation effects. 7. Sounds and their processing tools. 8. Filming technologies. Creating a visual information (film) script.			
Recommended or required reading and other learning resources/tools			
J. Urbonienė. VLE Moodle course, https://moodle.utenos-kolegija.lt/ , 2021 Home video making. Available at: http://www.homevideomaking.com/Default.htm Youtube videorecords. Available at: https://www.youtube.com L. VIDAUSKYTĖ. Medijų filosofijos pagrindai, Technologija, 2015 M. McLuhan. Kaip suprasti medijas: žmogaus tęsiniai, Baltos lankos, 2003 D. Harman. Skaitmeninės fotografijos žinynas, 2013 Iljin I., Poligrafijos dizainas. Teorija ir praktika: mokomoji knyga, VGTU leidykla Technika, 2008 Alvydas Lukys. Medijų pagrindai, Vilniaus dailės akademijos leidykla, 2008			
Planned learning activities and teaching methods			
Interactive lecture, Practical works, Brainstorming, Literature studies, Discussion, Learning journal, Group project work, Problem based learning			
Assessment methods		Assessment criteria	
Assessments of practical works Assessment of learning journal Assessment of discussions Assessment of the group project work and its		The final assessment is the cumulative score . Knowledge and skills acquired during the studies are assessed according to the formula: FA = 30% PW + 10% LJ + 10% A + 50%	

presentation	PrW FA - final assessment, PW - average of evaluations of practical works, LJ - evaluation of the learning journal, A - assessment of the activity during the practicals, and group work presentation, PrW - assessment of the group project work and its presentation
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