



Course title: INTERNET VIDEO PRODUCTION

ECTS credit allocation (and other scores): 5

Semester: autumn and spring (2 semesters)

Level of study: ISCED-6 - first-cycle programmes (EQF-6)

Branch of science: Social sciences

Language: English

Number of hours per semester: 30

Course coordinator/ Department and e-mail: dr. Szymon Żyliński, email: szymon.zylinski@uwm.edu.pl, Institute of Journalism and Social Communication Humanities Department

Type of classes: classes

Substantive content

CLASSES: To familiarize students with the issues of creating Internet video content. All platform offering audio-visual communication are discussed and presented, however, the most attention is paid to YouTube platform. Every two weeks, students prepare a film (vlog) on a theme of their choice and upload it to a previously established channel. Every two weeks, together with the group, we discuss their productions, we look for good and bad sides. At the end of the semester, the students acquired the ability to create and publish video content on a regular basis. Traditional video and online video. Video platforms: YouTube, Vimeo, DailyMotion, etc. Specificity of YouTube. Production of your own film. Creating channels on YT. Lighting and sound production of audio-visual material. Case studies of recognized artists. Regularly discussing student productions.

LECTURES: -

Learning purpose: to gain practice in recording video mostly with students' cellphones. To develop a habit of regular content creation. To build a creative portfolio.

On completion of the study programme the graduate will gain:

Knowledge: the specificity of video platform especially YouTube, basic knowledge about internet video production

Skills: how to use appropriate lightning when shooting video, how to frame a subject, how to adjust volume, which microphone is best for a certain recording, basic editing, basic color correction, preproduction and postproduction skills

Social Competencies: how to work in groups, how to ask for interviews, how to interact with the public,

Basic literature: Jean Burgess, Joshua Green, YouTube: Online Video and Participatory Culture, 2018.

George Pain, YouTube: A beginners Guide to Building a YouTube Channel, Audience and Make Passive Income, 2017.

Sean Cannell and Benji Travis, YouTube Secrets: The Ultimate Guide to Growing Your Following and Making Money as a Video Influencer, 2018.

Supplementary literature:

Herbert Johnson, Editing YouTube Video: A Gig Economy Worker's Field Guide, 2018.

The allocated number of ECTS points consists of:

Contact hours with an academic teacher: 30

Student's independent work: 60